

# The American Perfumer

and Essential Oil Review

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NEW YORK

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AMERICAN CAN COMPANY

CANCO

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NEW YORK

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The  
**American Perfumer**  
and Essential Oil Review

Trade Mark Registered U. S. Patent Office

VOL. XXVIII

No. 1

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*SHE  
Demands  
Crystal-  
clear  
Perfume*



Women of discrimination insist on perfume that is crystal-clear. You can assure this clarity by using EVERCLEAR ALCOHOL, the perfect solvent for all floral and essential oils.

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Sales offices in most large cities. Warehouse stocks carried at all principal consuming points.



# The American Perfumer

## and Essential Oil Review

MARCH, 1933

Established 1906

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Vol. XXVIII, No. 1

## Ruling Settles Manufacturer's Status

*Reversal of Previous Rulings By Bureau Holds*

*Actual Maker of Cosmetic Must Pay*

*by C. W. B. Hurd*

WASHINGTON, March 12.—A new ruling by the Internal Revenue Bureau, issued over the signature of C. M. Charest, general counsel, makes a sweeping change in the administration of the excise tax on toiletries through holding, in effect, that mere repacking of a toilet preparation or the furnishing of containers to a manufacturer does not make the selling company liable to tax. In other words, that the profit of the selling company is NOT the tax base, but the selling price of the manufacturer.

This construction of the ruling, it should be emphasized, may not hold true in all cases, but it covers a specimen case laid before the Bureau that resulted in a new order revoking all previous ones connected with this subject.

A fourth informal ruling was obtained by THE AMERICAN PERFUMER regarding a specific case not actually embraced within the formal ruling. The general formal ruling will be reported first.

### Who Is Manufacturer?

In that ruling Mr. Charest set out inquiries by a mail order house selling toilet preparations at retail, which has three classes of transactions with its manufacturing agency. The selling company is described as the X Company and the manufacturer as the Y Company. These cases follow:

1. In some cases the X Company provides the Y Company with containers. The X Company retains title to these containers and the Y Company packs the articles in the containers for the X Company. *No charge is made for the containers.* (Note last sentence. Ed.)

2. In other cases the X Company purchases material in bulk from the Y Company and then repacks the bulk material into smaller packages.

3. In a third class of cases the X Company furnishes the Y Company with ingredients for the finished material and/or with containers for the packaging of the finished materials.

In the first two cases the Bureau held that the Y Company is the manufacturer for taxation purposes and therefore no tax is assessable against the X Company's selling price. But as for the third case the ruling states:

### Furnishing of Materials the Criterion

"In the third class of cases the X Company furnishes the Y Company with ingredients going into the finished material and with containers for the packaging of the finished material. HERE THE X COMPANY SHOULD BE CONSIDERED THE MANUFACTURER."

The ruling contained a detailed statement of conclusions for the new findings set forth in it, recognizing the change in the Bureau's position from previous orders that the X Company had been subject to tax in all cases, on the basis of the stipulation in the Revenue Act of 1932 that in determining the tax "there shall be included any charge for coverings and containers of whatever nature." This stipulation was included in section 619.

### Must Furnish "Component Material"

"Upon further consideration," the Bureau now states, "it is not now believed that section 619 in any way affects the general issue of 'who is the manufacturer.' The furnishing of a glass jar in which the manufacturer of a taxable article places such article is in no way related to the furnishing of one of the component materials used in the manufacture or production of the taxable article. While section 619 does provide that in determining the sales price there shall be included 'any charge for the containers,' the situation presented in the instant case is not one where a charge is made for the containers. That portion of section 619 was placed in the law for the purpose of preventing a manufacturer from billing the taxable article and the containers separately and computing the tax upon the basis of the selling price of the article alone."

In determining the second case as already noted, the Bureau reversed a former ruling that the preparation of an article, although already in finished form, for sale to the public constitutes manufacture. Thus taxes heretofore have been collected from companies whose "manufacture" consisted solely in packing for sale materials made in bulk by other concerns, on the basis of a regulation in turn based on the Revenue Act of 1917.

### Bulk Goods Ruling

However, the Bureau reversed this stand because regulations issued under the Revenue Act of 1918 pertaining especially to beverages held that "if 'A' manufactured a beverage and sold it to 'B' in a form suitable for sale as a beverage, without further process of manufacture, and 'B' bottled the beverage prior to its resale, the taxable sale was the one made by 'A'."

The Bureau pointed out that the example is "practically identical" with example No. 2 and "under this provision, where the Y Company sells a toilet preparation complete as to its component parts and ready to be used as a toilet preparation, within the meaning of article 5 of Regulations 52 of the Revenue Act of 1918, the taxable transaction is the sale by the Y Company."

In the ruling the Bureau further cited numerous regulations in past years defining a "manufacturer," culminating in the Revenue Act of 1932, where it was stated:

"As used in the Act, the term 'producer' includes a person who produces a taxable article by processing, manipulating or changing the form of an article, or produces a taxable article by combining or assembling two or more articles.

"Under certain circumstances, as where a person manufactures or produces a taxable article for a person who furnishes materials and retains title thereto, the person for whom the taxable article is manufactured or produced, and not the person who actually manufactures or produces it, will be considered the manufacturer."

Thus the Bureau held as already described in detail, concerning examples 1 and 2 and ruled to the contrary, as quoted, in example three.

### Entire Profit Is Taxable

Publication of this ruling raised another important point which THE AMERICAN PERFUMER laid before the Bureau in the following form:

"Under the latest ruling of the Internal Revenue Bureau, if a manufacturer is supplied a box and powder puff, and furnishes merely the cosmetic, is any part of the profit chargeable against the box and puff in the compilation or is the entire profit chargeable against the cosmetic and therefore taxable.

"In other words, suppose a man has been furnished a box at \$10 a dozen, powder puff at \$3 a dozen, a cosmetic contained therein at \$2 a dozen, and a labor charge of \$3 a dozen. This would make \$18 for the total unit. His profit, he figures as \$4. For the purpose of the tax, would this \$4 be chargeable entirely on the cosmetic, thereby making the base of the tax \$6, or would only a percentage of the profit be charge-

able against the cosmetic, thereby making the basis for the tax about \$2.25?"

Lack of time precluded the obtaining of a formal signed ruling on this example, but an "unofficial memorandum" bearing as much authority as a formal ruling from the Bureau stated that under these exact circumstances the entire sum of \$22 is subject to tax, making a tax of \$2.20, because the selling company furnished not only the container, puff and cosmetics, but also the labor, thereby making it the manufacturer.

On the other hand, it was explained that if this case were made to conform to example 1 in the formal ruling, with the selling company supplying the containers and puffs but retaining title to them, the tax would apply against the cosmetic, the labor and the total profit, making a tax basis of \$9 and a tax of 90 cents.

### Plan for A. M. T. A. Convention

THE entertainment committee of the Associated Manufacturers of Toilet Articles under the able direction of L. R. Root, of the Scovill Manufacturing Co., vice-chairman, is rapidly perfecting plans for the annual convention which will be held at the Waldorf-Astoria hotel, New York, Tuesday, Wednesday and Thursday, April 25, 26 and 27. While details of the program have not yet reached the stage where a formal announcement can be made, it is learned that the annual theatre party and supper dance will be held on Tuesday evening. Arrangements are being made to take in one of the leading New York hits of the season, and as soon as plans are matured an announcement of more than usual interest regarding the Tuesday evening party will be made.

Wednesday evening has been left open so that members could arrange their own entertainment, but on Thursday evening, the annual banquet will be held at the hotel. As usual handsome souvenirs will be provided for the ladies and an excellent orchestra will furnish music for dancing after the banquet. There will be no speeches, the entire evening being given over to the social side of the meeting.

### Business Program Attractive

Plans for the business sessions will again place major emphasis upon the sales, advertising and distribution angles of the toilet preparations business. A program of competent speakers has been provided with ample opportunity as well for members to discuss the particular problems of the industry and of the association and its members. Committee reports of unusual interest and importance will be heard, the work of the trade practices committee and of the general counsel, whose office has been an extremely busy one during the legislative season, having been unusually heavy this year.

No estimate of attendance can be made as yet, but it is expected that it will be well up to the levels reached at recent conventions. In order that proper provision may be made for entertainment accommodations, members are especially requested to make their reservations for the convention at the earliest possible date.

# Different Products—Different Outlets

*The Grade and Quality of the Merchandise Should*

*Determine the Selection of Dealers*

*by Leroy Fairman*

THE animated conversation of two ladies who occupied the seat in front of mine in a long Island train occasionally distracted my attention from my newspaper; rather to my annoyance until one of them exclaimed: "Oh, my dear—where did you buy it? I never saw anything so lovely!"

"At Saks-Fifth Avenue," replied the other; "you can also get it at Lord & Taylor's."

"No other places?" queried the first speaker.

"Not in New York, I'm sure."

"I'll make a note of it this minute, and get myself one the very next time I go to the city!"

What the article was, I do not know; but I have no doubt that it was some item of adornment or beautification, as women seldom speak of housekeeping goods in such ecstatic tones. But whatever the goods might have been, I wondered if the woman would have been so interested in them if she had learned that every department store in New York could supply her.

I do not think she would.

The other day I met a man who is marketing a new product. He was doing fine, here in New York, he said. In proof of which he named half a dozen department stores in which his goods were stocked. All of them were Class B stores.

I named two or three of the recognized Class A stores of the city, and asked how his chances stood with them.

"Oh," he replied, "I haven't tackled them yet."

"Why didn't you tackle them first?" I asked.

"Well," he answered, "I wanted to get some selling experience, before I got after the big boys. I wanted to make my mistakes, if any, on smaller fry. I wanted to hear all the objections to my goods, and completely master my selling talk before I called on the Class A stores, as you call them."

"My friend," I said, "far be it from me to stick pins in another man's baby, but you sound to me like a man who has a class B product, and is afraid to present it to what some advertisers call 'the better shops'. If so, you are getting along beautifully, and don't need to bother about the Class A stores at all."

Whereupon he denied vehemently that his goods were Class B. "I've got something," he declared, "that will sell to the most wealthy and fastidious women in New York or anywhere else. The merchandise is right, and the packaging will stand comparison with any goods shown in the best stores here or anywhere."

"If that is the case," I said, "I think you are doing a bum job of selling. It seems to me that you are getting your goods into stores where they don't be-

long—that you'd be better off in the long run if you never sold them. And when and if you get your product into the Class A stores, I'd be much obliged if you'd call me up and let me know, and also tell me how they're selling, and what kind of co-operation you're getting."



In times like these, it might seem, at first blush, that the more outlets the better, and that the wise idea for the manufacturer would be to get his goods into every respectable type of store that he could induce to sell them. But that is not always good judgment, and it isn't always done. I know of manufacturers in New York City today (not in the toilet goods line) who are practically starving

for business, but will not, even when the order is large and accompanied by cash, sell a single item of their manufacture to stores which they do not consider proper outlets for such fine merchandise. Granting that such stores are perfectly solvent, well managed and of good business reputation, the manufacturers in question feel that to have their merchandise displayed and sold in those stores would cheapen them in the eyes of the class of women for whom they are intended, and who are now buying close to 100% of the output.

It is well known that certain toilet goods manufacturers, especially those who produce expensive perfumes, do select carefully the stores in which their goods are sold, and make no attempt to cultivate the Class B business. Whether or not they actually turn down B orders, is another matter. In some cases, they undoubtedly do; in some cases, particularly in these days, an order is an order, no matter which side of the railroad tracks it comes from.

It may be interesting to consider, though, whether it is good business for a man with a Class A product to attempt to confine its distribution to Class A outlets; whether the manufacturer with a Class B product should attempt to secure distribution in Class A stores, and whether both the Class A and the Class B manufacturers should confine their advertising to media reaching only the logical prospective users of their products.

Manufacturers change their minds, and consequently their policies on these points. Probably many of us could mention some manufacturer who, early in his career, advertised only in magazines of the higher types, and by their copy manifestly implied that their goods were designed to meet the requirements of the most sophisticated and exacting women; but who, later on, used media, and copy, which were directly pointed for the trade of the masses. And it may be recalled that in some instances this attempt to be all things



A "CLASS A" DISPLAY IN A "CLASS A" STORE

to all women didn't work; that the air of distinction and exclusiveness which formerly attached to the products of such a manufacturer was lost, and nothing of special value was gained to take its place.

On the other hand, it would not be difficult to name products which are used by both the Colonel's lady and Judy O'Grady; and to ascertain that Judy doesn't use them because she wants to feel in the same class as the lady, and that the lady is not at all concerned by the fact that Judy uses them. Such products, as a rule, are those used regularly by all classes of women, and it happens that one brand has qualities which appeal to all.

Thus it will not do to lay down any arbitrary rule which may be applied to every case. But in my opinion it may be said with a certain degree of confidence that the manufacturer who comes into the market with a new product, whose uses, character, packaging and price obviously fit it for the trade of the classes and not the masses, will do well to ignore the Class B outlets and the Class B advertising media. A look into the future would doubtless prove that this is true; but most manufacturers are necessarily concerned with the immediate present, and the present often calls for quick sales and a lot of them, no matter from what source they come. For this reason manufacturers sometimes get off on the wrong foot, find out afterward that they have a lot of outlets that they would be better off without, and are sorry that they didn't take up a notch or two in the belt and fight through until they had secured the class of distribution their product needs and deserves.

The Class B man who fights vigorously and persistently for the trade of women who patronize only Class A stores is actuated, in many a case, by vanity, by a refusal to acknowledge that anybody, anywhere, makes a finer product than his. He is always ready to expatiate by the hour on this point, and refuses

even to admit that the deluxe packages of his competitors are any more attractive and artistically appealing than his. The coolness of the buyers of the Class A stores toward his wares, and the extreme difficulty of getting any display or other co-operation from such stores if he does work his way in, seem to dismay him little; he goes on expending time, effort and money in these impractical ways, and thereby to a great extent neglects the proper cultivation of his logical market.

On the other hand, there are manufacturers whose goods are planned and packaged for the masses, and who confine their sales effort to the types of stores the masses patronize. Their advertising is found in the tabloids, in the motion picture and "love" classes of magazines, and in the newspapers of great circulation which appeal to the masses. In my opinion, these are the wisest manufacturers in the industry. I do not mean by this that a manufacturer is unwise who creates the finest merchandise within his power and packages it "regardless"—there is a splendid field for him, and he can gain a great deal of pleasure, pride and profit in its cultivation. My meaning is that the great middle stratum of our people offers opportunities for the creation of a vast business structure, a tremendous volume of sales, and that the man whose ambitions run in those directions is wise indeed if he keeps squarely in the middle of the road and refuses to be beguiled into fields with which he is unfamiliar, and which are already thoroughly cultivated.

The selection of outlets for products of varied characteristics is not an easy one, when the great cities of the country are left behind. Even residence towns adjacent to our cities present peculiar problems. I know, in such a town, two drug stores within a mashie shot of each other. To a man with a map and a pile of market statistics before him, there would seem to be little choice between the two, except that one of them has a considerably larger volume of trade than the other.

As a matter of fact, there are sharp and important differences between them. Although so near to each other, a railroad runs between them, and they stand in altogether different environments. As a consequence, in one of these stores, which is quite definitely Class A, there is a most impressive and alluring stock of fine toiletries, artistically displayed on shelves, in glass-front showcases and in glass-top tables. It is almost impossible to get out of that store without stopping to examine and admire the stock of toiletries. In the other, a Class B store, there is an entirely different atmosphere. The stock of what is now known



as drug store merchandise is much larger and more varied, a larger volume of business is done—but what toiletries it carries, or how they are displayed, I cannot recall, although I have been in that store scores of times.

My contention is that a manufacturer producing fine toilet goods, expensive perfumes and the like, would gain little by having his goods stocked in this store—and that he might lose much in prestige by placing in the store or its windows a display of his goods such as he is naturally anxious to have in the Class A store. People who “love fine things” do not look for them in any but stores which measure up to the quality of the merchandise; and, like the lady I mentioned in my first paragraph, judge quality and desirability by exclusiveness—by being obliged to go a little out of their way in order to make a purchase.

In numberless small cities and towns—and in some large cities—throughout the country, there will be found exact repetitions of the store situation described above. The man who sits at his desk with maps, charts, market statistics and similar data cannot solve such problems. I have read recently some advertisements of R. L. Polk & Co., who recently made a most exhaustive “Consumer Census” of the country. They cite, as an example of what this census disclosed, the fact that in one neighborhood 38.6% of the people prefer a certain toothbrush, while in an immediately adjacent neighborhood, that toothbrush is preferred by only 6.4%. Now what does that disparity mean? It might be construed in a dozen different ways, and nobody could say which construction was the right one unless he went, or sent, to the place indicated and made a careful survey of all conditions.

There is another item in one of these Polk advertise-

ments which precisely discloses a situation pertinent to what we are now discussing. It is:

“One store spent 70% of its shoe promotion appropriation advertising shoes for \$5 or less in a newspaper, 69% of whose readers pay more than \$5 for their shoes.”

In other words, only 31% of the people who saw this advertising were interested in the product advertised, whereas there were available newspapers which could have delivered 100% circulation interested in shoes at \$5 or less.

What a waste of money! Why was it spent in that reckless way? For the same reason, no doubt, that impels the manufacturer of Class B toilet articles to advertise in publications whose circulation reaches an overwhelming percentage of disinterested people.

The selection, on anything like a national basis, of just the right outlets for a line of merchandise is no easy matter. Our country is so big, and its heterogeneous population is geographically distributed in such bewildering combinations, that it would be a lifelong task to determine exactly who is who, and what is where. But it is a task that should be attempted, and carried on perpetually. The manufacturer who knows, beyond doubt, just what stores in Columbus are the right class of stores for him; who knows the character of people those stores reach and their buying habits in toilet goods; who knows the stores he should keep out of, and why; who knows what advertising media he should use to reach his prospective customers in that city and just how much money he should spend there, has some mighty useful and valuable information—information which will probably differ widely from that upon which agency space buyers too often base their decisions.

## Coming Conventions

American Chemical Society, Washington, D. C., week of March 26, 1933.

Mid-West Trade Show, Hotel Sherman, Chicago, April 3 to 5, 1933.

Associated Manufacturers of Toilet Articles, New York City, April 25, 26 and 27, 1933.

American Drug Manufacturers Association, The Homestead, Hot Springs, Va., week of May 8, 1933.

The Proprietary Association, New York City, May 16 and 17, 1933.

Flavoring Extract Manufacturers Association, Hotel Knickerbocker, Chicago, June 19 to 21, 1933.

National Paper Box Manufacturers Association, Congress hotel, Chicago, July 19 to 21, 1933.

Insecticide and Disinfectant Manufacturers' Association, Edgewater Beach hotel, Chicago, June 5 to 7, 1933.

American Cosmeticians Association, Chicago, August 21 to 24, 1933.

National Hairdressers and Cosmetologists Association, Chicago, September 17 to 21, 1933.

Exposition of Chemical Industries, Grand Central Palace, New York City, December 5 to 10, 1933.

## Great Help in Business

*Tucker Products Co.*

We find your magazine a great help in our business, and would be at a disadvantage without it.

*& Essential Oil Review*

## Pure Food and Drug Notes

In this department will be found matters of interest, contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

## Notices of Judgments Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the notices of judgment given under the Federal Food and Drugs Act, Nos. 19451 to 19525, inclusive, sent out recently by the United States Department of Agriculture, Washington, there were the following cases of misbranding: No. 19453, adulteration and misbranding of “Oxylene” paste and misbranding of “Oxylene” liquid; No. 19461, adulteration and misbranding of “ZePyrol”; No. 19502, misbranding of “Pyro-Sana” tooth paste; and No. 19512, misbranding of “Nitro-Methol” aseptic.

## Acid Test

Young Wife—“It says ‘beat the white of eggs till stiff.’ I think they must be done now.”

Hubby—“Why, are they stiff?”

Young Wife—“No, but I am.”—*Humorist (London).*

March, 1933

5

# Packaging Exposition in New York

*Displays Show Advance in Packaging Art During Year*

*Conferences of Unusual Interest*

*Wolf Trophy Awarded*

CHARACTERIZED by an excellent attendance, but more particularly by the earnestness and interest of those who visited it, the annual Packaging, Packing and Shipping Conference, Clinic and Exposition, held in the Pennsylvania hotel, New York, under the direction of the American Management Association came to a close March 10. Despite rather difficult times and the bank holiday which took place the week of the exposition, the crowds which attended the show were excellent and made up in point of interest and enthusiasm what they may have lacked in numbers.

Arrangements for the exposition and conference were splendidly carried out. The ballroom floor of the Pennsylvania hotel afforded an excellent display room, well lighted and well arranged for purposes of the exposition. The Main ballroom and several parlors were given over to the displays, and the conferences and discussions were held in the South East ballroom which seemed unusually well suited for this purpose.

Exhibits were on display in the afternoon of the exposition's second day. Prior to that, however, conferences had been held, and the meeting was actually opened on Monday with a program on Consumer Marketing. The viewpoint of the consumer was sketched by Alice L. Edwards, executive secretary of the American Home Economics Association, who discussed methods of telling the consumer about the product and what the reaction of the consumer to a number of these methods had been in certain instances.

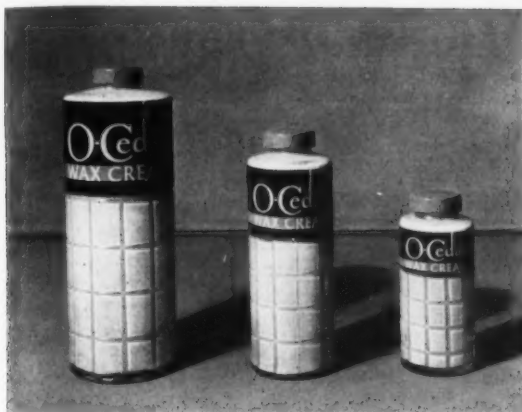
Godfrey M. Lebharr, editor of *Chain Store Age* discussed channels of distribution and how they should be selected with reference to volume of sales, character of product and numerous other influences. The sales and advertising policies of the manufacturer with reference to consumer demand were discussed by L. D. H. Weld, of McCann-Erickson, Inc., advertising agents, and price policies, an especially important point in present times, were considered by Paul T. Cherington, distribution consultant, who covered the question of price reductions discounts, price maintenance and a number of points in the price structure which should be corrected.

The actual conference on packaging, packing and shipping problems was not opened until the second day when D. E. A. Charlton, editor of *Modern Packaging*, spoke on the effect of package changes on sales. Mr. Charlton illustrated his talk with a number of packages on which important changes have been made with good effect. A general discussion of his paper under the direction of Ben Nash, well known designer, followed. Economies in packaging were discussed by Roy Sheldon, president of the Industrial Design, Inc., while Francis Chilson, consulting engineer, discussed the package in relation to production problems.

The following session was devoted to a packaging clinic in which type packages were discussed and criticised in executive session, and case studies of particular experiences with certain type packages were







made the subject of informal papers and discussion.

The relation of production problems to the package and to the sales department was the subject of a talk by Dr. L. V. Burton, editor of *Food Industries*, who told of the relationship between the design of the package for sales purposes and its course through the mechanics of production. Open display and counter display devices were discussed by Francis D. Gonda, vice-president of Einson-Freeman Co., Inc. Following these papers a general symposium on recent developments in packaging machinery was held at which C. E. Schaeffer, of Stokes & Smith Co., was a principal speaker.

The closing conference considered shipping containers and packing for shipment, the speakers being J. D. Malcolmson, of Robert Gair Co., Inc.; L. E. Muntwyler of Montgomery Ward and Co., and A. H. Greenly, chairman of the Official Classification Committee. The closing paper was on the subject of the advertising value of the shipping container and was read by C. B. Larrabee, associate editor of *Printer's Ink*. A discussion was led by J. H. Macleod, vice-president of The Hinde & Dauch Paper Co.

### Displays at Exposition

Displays at the exposition included the following: *Bakelite Corp.*—A showing of varied "Bakelite" products showing new effects and color combinations and particularly designs which cannot be duplicated readily in other materials.

*Consolidated Lithographing Corp.*—An elaborate display of lithography in connection with packaging.

*Continental Can Co., Inc.*—A display of numerous types of tin cans developed by the company for a wide variety of purposes.

*Du Pont Cellophane Co.*—An attractive exhibit of "Cellophane" as a wrapping and packaging material.

*General Plastics, Inc.*—Packages, closures and numerous other articles fashioned of "Durez" plastic material, including a large number of cosmetic packages and closures for jars, tubes, bottles, etc.

*Owens-Illinois Glass Co.*—An extremely colorful display constructed in part of glass bricks and showing numerous glass containers developed by the company.

*Sefton National Fibre Can Co.*—A display of attractive fibre cans manufactured by the company.

*Stokes & Smith Co.*—An elaborate display of packages made or filled through use of the company's line of machinery for packaging.

*Sylvania Industrial Corp.*—A very colorful display of articles packaged in the company's transparent cellulose wrapping, "Sylphrap".

*Waterbury Paper Box Co.*—Boxes manufactured by the company for use on cosmetics and other products. A special display of boxes utilizing the company's new "Metalon" process.

Other interesting displays were those of the Celluloid Corp., Cin-Made Corp., Cleveland Container Corp., Consolidated Packaging Machinery Corp., Container Corp. of America, Dennison Manufacturing Co., Einson-Freeman Co., Inc., The Foxon Co., Robert Gair Co., Inc., The Hinde & Dauch Paper Co., Kimberly-Clark Corp., The Liquid Carbonic Corp., Milprint Products Corp., Package Machinery Co. and Shoup-Owens, Inc.

### The Wolf Award

An extremely interesting feature of the week was the presentation of the Irwin D. Wolf Award and the exhibit of packages entered in the competition for this prize. These packages were housed in a separate room and attracted probably more attention than any other feature of the exhibition. At a brief informal ceremony on Wednesday morning, Mr. Wolf made the award of the trophy, an aluminum hand made desk set, to the O'Cedar Corp. for its new bottle for "O'Cedar Wax Cream."

This excellent example of the packaging art well merited the award. It was designed by Simon de Vaulchier and the bottle was manufactured by Owens-Illinois Glass Co. The handsome metal closure was produced by the Phoenix Metal Cap Co.

Of special interest to manufacturers of cosmetics was the award of Honorable Mention in the Family of Packages Group to the new containers for "Vivian Shaw" cosmetics, produced by Klinker Manufacturing Co., of Cleveland. This line and the "O'Cedar" winning package are shown in the accompanying photographs.

Other entries in the cosmetic field were Vanly "Gardenia Talc"; United Drug Co. "Stag Powder";

(Continued on Page 12)

# Recent Products and Packages

**I**N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

## Chanel Introduces New Odor

Chanel, of Paris and New York, has created a new odor, "Glamour de Chanel." The containers are of the



familiar Chanel style, but of slightly different design. The labels, printed in black and white, are bordered with lines, distinguishing "Glamour" from the company's other odors. Officials say the new odor upholds Chanel's

reputation for quality, although it is lower in price.

## Daggett & Ramsdell Offers Complete Line

Daggett & Ramsdell, New York, now offers a complete line of beauty preparations which is separate and distinct from its original line of creams. The line consists of a make-up group, creams and several toilet accessories. Packages are designed in smart black and silver. The make-up group is especially distinctive in design, the rich black and gleaming silver of the compacts providing an unusually attractive appearance. The jars and bottles are labeled in black and silver, with contrasting spot of color.



## New Egyptian Packages

Egyptian Cosmetics Corp., New York, has redesigned its packages, a group of which is shown here. The



most important change is in the labels which now feature the Egyptian wing of eternity on temple columns. The colors are the true Egyptian mummy blue and yellow. Black plastic caps are used on the jars and bottles. The company also has developed two new rinses which may be sprayed on the hair.

## Lazelle Items

Oddly designed bottles mark the several new items recently placed on the market by Lazelle, Perfumer of New-



burgh, N. Y. The bottles, two of which are shown in the accompanying illustration, may be described as being made of "hob-nailed" glass. The squat, square one contains a brilliantine, while the other contains perfume which comes in three odors: rose, jasmin and sweet pea.

## Dr. Lyons Antiseptic

The R. L. Watkins Co., Cleveland, which manufactures "Dr. Lyons" tooth powder, has placed a new antiseptic mouth wash on the market under the same trade name. The new bottle contains a label similar in design to that on the redesigned tooth powder can which was illustrated in this section in December, 1932. The antiseptic will be backed by a huge national advertising campaign.

## New Vanity by Ayer

Harriet Hubbard Ayer, Inc., New York, has announced a new vanity in black and ivory enamel with chrome trim. It is available in single or double variety.

*The American Perfumer*



### Houbigant

A new display idea has been developed by the Houbigant Sales Corp., New York, for its new "Tenace" indelible lipstick. The lipstick is offered the retailer in handsome, cream-colored, self-

demonstrating display boxes in which actual samples of the lipstick are mounted. The new lipstick is presented in smartly simple, gold colored metal cases, and comes in four shades, poppy, cherry, ruby and garnet.

### Ethel Barrymore "Vibrant Masque"

Ethel Barrymore, Inc., a newly formed company in New York City, is marketing a new "Vibrant Masque" cream under the name of the famous actress. The cream is presented in a four-ounce jar of a delicate shade of blue with a glossy black plastic closure. A modernistic label of black and silver containing a profile of the actress and her signature sets off the package in an unusually attractive manner.



### New Line for Futura

The Futura Co., of East Orange, N. J., has brought out a new line of cosmetics, consisting of a cleansing cream, tissue cream and liquid cold cream. Jars and bottles have black closures and modernistic labels.

### Carolina Pines Ensemble

An item being featured by the Carolina Pines Corp., New York, is its recent ensemble package consisting of five miniature bottles of "Carolina Pines," a product for the bath. The oblong bottles are equipped with black closures and gold and black labels, and are set in a handsome envelope-folding type of box of a pleasant shade of green. It is a handy set for the traveler.



### Lesquendieu Powder and Lipstick

Below are shown two new items recently added to the "Tussy" line of Lesquendieu, Inc., New York. The handsome powder box has a black base, with the cover



in cream and decorated with a red band and the unique "Tussy" trade symbol. The shade of powder may be viewed through a "window" in the inside drum. The new "Tussy" indelible lipstick is presented in a handy-size gun metal case set off by a band of green.

### Aromel Presents Atomizer and Perfume

A shiny metal atomizer and a sparkling "Chamagne" perfume, to be sold with it, have recently been brought out by the Aromel Corp., New York. The atomizer is a substantially constructed, handsome object which is operated under compressed CO<sub>2</sub>. Gentle pressure on the lever brings a strong spray. It is said to be leakproof and fool-proof, and is nicely adaptable for use after the bath. The perfume is offered in three series: "Blue Ribbon," "White Ribbon" and "Red Ribbon." A variety of odors, designated by numbers, is available in each series. The perfume comes in tall, four-ounce bottles. Both items are presented in red boxes trimmed with yellow.



# What Happens in the "Five 'n' Ten"?

*Survey of Consumers' Actual Reactions*

*Discloses Interesting Data*

*by Ethel Daniels*

**W**HAT determines whose cosmetics are bought over the ten cent store counters? Is it the quantity or the quality? The name or the package? Who are the buyers and what are the factors that make for best sellers?

In order to learn the who, what and why of this booming ten cent store business, a survey was made, listening in over hundreds of sales in the toilet goods department, conversations noted and the general trends studied.

For a typical Mid-Western city of average size with a population of 140,000, a city feeling the depression yet being no more severely hit than the average city, Des Moines, Iowa, was chosen for this survey. The Kresge store, which observation at various times of day and on different days showed was receiving the bulk of this business in Des Moines, was chosen as the place where I would sidle along beside each prospective customer, see what she noticed and what she said as she made her selection.

Having neither orchids nor scallions to throw, the observations were made with a cold, unprejudiced eye, open only to the facts I would want to know about actual customer reaction, were I manufacturing the products.

## **The Store's Viewpoint.**

It would be vital to me if I were that manufacturer that my product be among those chosen for prominent window display. An entire window was devoted to cosmetics.

The center of the window was given over to the new bottles and cartons of "Chamberlain Hand Lotion" and "Campana's Italian Balm." Although the prominence given the former can be attributed somewhat to the fact that it is a local product, yet the window trimmer confessed that the attractiveness of its bottle, the striking orange, yellow and blue color scheme of its carton, placed next to the new green and white package of "Italian Balm" would be a temptation hard for any window designer to resist.

Except for a few bottles of "Odorono" placed at the base of the window, every item featured either was with its carton or was mounted on an attractive card. It seemed the box or mounting was a card of

admission to the valued and valuable window space.

Who are today's customers at the ten cent counter?

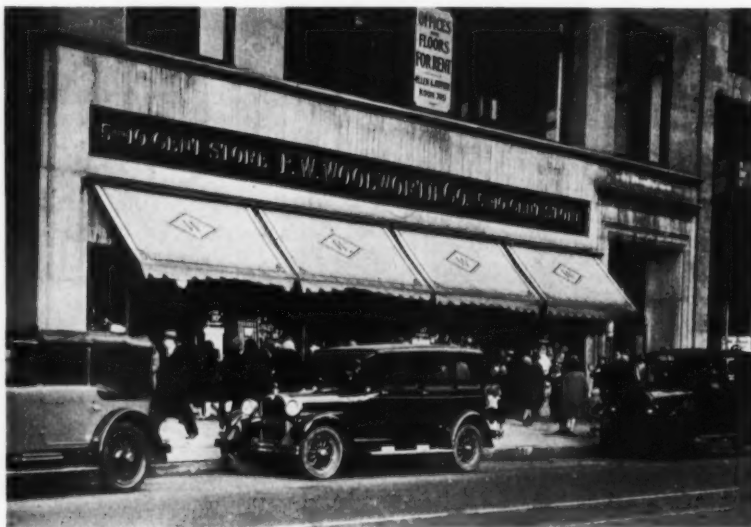
It has been said that the sable coat trade is using the department as a means for buying guest room sizes of cosmetics, to be used for week-end guests and then thrown away.

So far as this city is concerned, the guest room business is practically nil, but the ten cent store trade has at least reached the seal coat customers as a steady, come-back source of business.

## **Who Buys There?**

By observing the crowds, you see everyone from the most humble to the smartest dressed, but the majority seem to be young matrons of the upper middle classes whose scheme of life includes a wide range of toilet goods, but whose budget demands smaller expenditures at this time, and young girls who want everything from eye lash curler to wave set—people who know that rouge must be more than a red powder. This class is eclipsing the former regular dime store patrons who bought regardless of brand.

As you watch the groups coming up to the counter, two high school girls eagerly studying each new item, a man buying face powder, a girl making a choice of nail enamel, the hundreds of sales, there are two things outstanding: *the amount of sales resistance is about as small as anything witnessed in the past year, yet the clientele for the greatest part is an educated one, with set standards of what it wants.*



A TYPICAL FIVE AND TEN CENT STORE



"This is smaller than the higher-priced size, but I think it's cuter," said one woman as she purchased a roller, and a roll of cleansing tissue. "Besides, the re-fill tissues cost less."

Like women at a big bargain sale, they are eager to find something they can like, and need no persuasion. Sales average about fifteen cents per customer. They come ready to buy and want to be convinced—but whose articles they buy depends on many things, some almost infinitesimal in their seeming significance.

### Buying a Name

Most powerful in *customer appeal* is the *familiar name*.

"Is this really the same as they get in the fifty cent size?" Any number of them asked this, and without further ado, gleefully made their purchase.

National radio advertising leaped several notches in my estimation as I saw customer after customer step up to the counter and purchase a jar of "Lady Esther" cream. Whether the honors go to Wayne King or to the extremely attractive jar, this cream has in this store as well as other ten cent stores interviewed, stepped far into the lead of every other toilet requisite offered for sale there. Outside of some asking whether it was the same as the higher priced sizes, all the sales were made without interchange of words.

### Packaging Important

Next to nationally known names and directions, the packaging of the product ranked in importance. As in the case of "Italian Balm," a change in package usually doubled the sales of an item.

That "Lady Esther" cream in its coral and blue jar attracted everyone's attention, and another brand in the next tray, packed in a jar very different from the ordinary conception of a cream jar got very little attention, indicating that the jars must not be too extreme in design.

The customers' eagerness to be sold shows itself again in the avidity with which every bit of printed matter included in the package is read. Packages with sales talk and directions explained more fully on carton or on mounting held a decided advantage first in attracting attention, and then in retaining the interest sufficiently to make the sale.

### Like Standard Endorsement

Of the printed matter, I found that one of the best sales talks is the stamp of the Good Housekeeping Institute.

"Is this safe? I haven't heard of it before."

"This is new, isn't it? Will it grow hair?"

There is still a timidity about trying new products, and especially among the middle aged and older women but the laboratory approval of *Good Housekeeping* often dispels all doubt.

Another packaging feature is purse convenience and a growing preference for cosmetics in pencil form. For lip rouge, deodorant, nail white, eye shadow and a rapidly increasing list of toilet requisites, you will see them hesitate before the familiar forms, and then choose the pencil and slip it into their purse.

Conspicuous because of its rare occurrence is the fact that none comments on a small quantity in the

package. In my survey of the hundreds of sales none questioned the amount—in fact, small quantity seemed to act as insurance that the product was very good, and in cases like perfumes and lipstick, they seemed to choose the smaller package when in doubt.

In face powder, they want to see the shade and smell the perfume. Every customer lifts the lid, smells it, and then looks for the shade she wants. When it is the woman herself buying it, she will almost invariably choose the box with the transparent drum cover, rather than be content with the name of the shade.

### Influence of Sales Girls

There is one factor which plays a large part in determining whose product will be sold—and so far none of the manufacturers seems to have taken advantage of it—the power of the sales girls to sway opinions.

That same craving for free advice that prompts us to ask druggists to prescribe for us also holds good in the ten cent store toilet goods department. The girls are asked hundreds of questions by customers. They are meeting people who up to now have been getting beauty advice from manufacturers' special representatives in department stores.

The clerks are not prepared to answer all the questions. They, too, are eager to know the selling points, but most of them have had no opportunity for training.

"What base is used in this powder? What shade powder should I use for my coloring? What kind of cream is best for an oily skin? What kind for a dry skin? Is this the shade of lipstick that matches my hair? Which is easier to put on, liquid or cake lash coloring? Should I use black or brown? What kind of brilliantine is good for a permanent? What kind should I put on my little boy's hair? Which is the most refined shade of nail enamel? What shade of lipstick will go with this dress? Will this wave set give me dandruff? What rouge goes with this powder and WHAT BRAND DO YOU USE?"

These are just a few of the many questions asked each day—and a firm that would send a letter or chart to each dime cosmetic department head, telling the virtues of its product, would find the girls that much more prepared to push the product and answer intelligently questions asked regarding it.

Except in nail enamel and remover, there is apparently no effort by manufacturers to sell associated products—no linking of cream with cleansing tissue, brilliantine with wave set, etc.

If in volume selling lies the profit of ten cent cosmetics, here is a fertile field. Customers are eager to buy. Last year's apologies and excuses for buying in the dime store are a thing of the past. It is the accepted thing.

It is a field not too pretentious for the day laborer buying "that pretty nail shine" for his daughter, yet fascinating to the most sophisticated flapper trying out new beauty tricks.

It is a steady business, where day in and day out the counter is never free from customers and seventeen to twenty at a time is not unusual.

They are buying someone's products. Isn't this worthy of special merchandising?

# "All America Twelve" Awards

*Packages Chosen by Eminent Experts*

*As Best in Several Classes*

*Developed in 1932*

THE spacious exhibit room at the offices of *Modern Packaging*, 425 Fourth avenue, New York, was the scene of the selection of the 1932 "All-America Twelve" packages on January 30. Total entries in this very interesting contest numbered 357, divided into twelve groups, but several items were entered in more than one group so that the judges had to consider an even 400 packages.

The jury of award this year consisted of Earnest Elmo Calkins, one of the founders of the advertising agency of Calkins & Holden; H. E. Preston, assistant general manager in charge of sales service for R. H. Macy & Co., Inc.; William M. Bristol, Jr., vice-president in charge of production for Bristol-Myers Co.; Katharine Fisher, director of Good Housekeeping Institute; Burton L. Pitcher, sales director of Beech-Nut Packing Co.; and Leroy Fairman vice-president of International Art and Advertising Service, and contributor to THE AMERICAN PERFUMER. This excellent selection of judges insured the entries being considered from every possible angle. The viewpoints of producers, consumers, merchandisers and advertisers all were considered in making the awards. The handsome silver cups awarded for excellence in the several groups and certificates of award were presented at a dinner given by the staff of *Modern Packaging* on March 8.

Three of the cup-winning packages were of particular interest to our readers. The winning entry in the carton group, which was rated at 82.3 per cent. by the judges, was the new "Italian Balm"

package of the Campana Corp., Batavia, Illinois.

The winning entry in the collapsible tube group was The Mennen Co.'s brushless shaving cream package which was rated at 91.1 per cent.

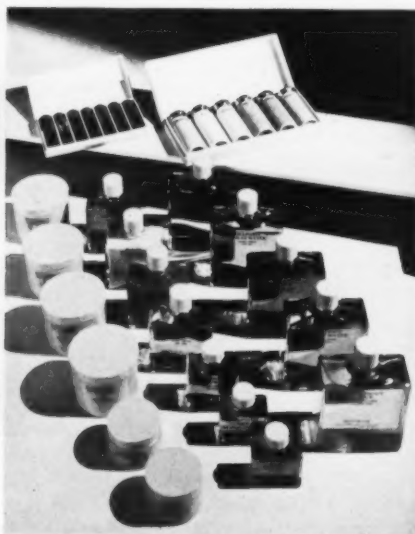
The award in the family of packages group was won by Mary Chess, Inc., New York with a rating of 75.8 per cent.

Other awards were as follows: metal can group, rating 78 per cent., "J. D. Fly Spray" package used by Walgreen Co., fibre can group rating 90.8 per cent., the "Cotton Picker" package used by Bauer & Black, bottle and jar group rating 89.6 per cent., "O-Cedar Wax Cream" package used by O-Cedar Corp.; molded plastics group, rating 83.5 per cent., "Ashaway's" fishing line package used by Ashaway Line & Twine Co. Among the makers of these packages and others in the remaining awards were: Hazel-Atlas Glass Co., Carr-Lowrey Glass Co., W. C. Ritchie & Co., Owens-Illinois Glass Co., and Phoenix Metal Cap Co.

## Packaging Exposition in New York

*(Continued from Page 7)*

Merck's "Sodium Perborate, Flavored"; Squibb's "Oral Perborate"; Arzen's "Eye-O-Eye"; Heck's deodorant; Campana's "Italian Balm"; Lambert's "Listerine Fillable"; Burnett's vanilla; Krank's "Lemon Cleansing Cream"; Mennen "Brushless Shave"; Procter & Gamble "Omnibus Toilet Soap"; St. Denis "Gardenia Royal" soap; Pine Bros. "Oradol"; Colgate-Palmolive-Peet Co. "Seventeen Ensemble" and



THE CAMPANA, MARY CHES, AND MENNEN PACKAGES



"Cashmere Bouquet Acquaintance Package"; Johnston, Holloway's "Ho-soap"; "P. & S. Shaving Cream"; Frederick Stearns' "Ruth Lane Cosmetics"; "Chateau de Parc" bath salts; Richard Hudnut cosmetics; "Listerine Shaving Cream"; Persoll's "Claremont" nail polish; Manhattan Soap Co. "Mickey Mouse Soap"; Procter & Gamble "White Naphtha Soap" and "Camay" soap; and Hinze Ambrosia's "Ambrosia Products."

### Beauty Shop Owners Meet

The annual convention of the International Beauty Shop Owners opened in the Hotel Pennsylvania, New York, on March 21, with a large attendance. The meeting, which was to be held for three days, consisted of an interesting program of style shows, business meetings and prize competitions.

A feature scheduled for the convention was a series of lecture courses under the direction of Mrs. Ruth D. Mauer. Another interesting event planned was the business building conference at which various phases of business promotion were to be discussed and outlined. Then there were to be competition for prizes in permanent waving, marcel waving, finger waving, hair dyeing and hair cutting, and style shows to portray what the beautiful woman should wear and how her hair should be styled. An additional feature was to be the selection and crowning of "Miss America."

### French Guinea Orange Oil

According to the Agence Economique du Gouvernement General de l'Afrique Occidentale Francaise, the production of orange oil in French Guinea has been developing favorably since 1929, despite the considerable damage said to have been done the groves by the unscientific picking methods of the natives. Other drawbacks have been a lack of pruning, fertilizing, and irrigation. To improve the situation, efforts are being made to gather the orange crop at specific intervals when the fruit reaches maturity and to apply more scientific methods generally.

The 1931 orange oil output is reported to have been reduced somewhat by the intensive picking in prior years and damage by grasshoppers. The native producers were said to have received between 6.00 and 7.50 francs per liter according to demand. (*Assistant Trade Commissioner George W. Berkalew, Paris.*)

### Fixation of Perfumes

For this purpose the esters of the cyclic alcohols with high molecular saponifying monocarbon acids are used by themselves or together with other substances. The following are cited by way of example: Cyclohexanol stearin acid esters, methyl cyclohexyl palmitic acid esters, terpene oil esters and coconut oil fatty acid esters. Besides the advantages of absence of odor and high boiling point, they do not readily saponify, and therefore they are suitable for perfuming soaps. Many esters are also solid, and are able to be used for the manufacture of drying perfumes. (Patent of the German Reich 548,617, Cl. 23a,6, Deutsche Hydrierwerke, of 10/8/1930, issued 4/19/1932.)

## DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

### Oxy-cholestrin Bases and Borax

Many pounds of these expensive bases can be saved if the experimenter keeps in mind that they emulsify by themselves. Borax tends to make a soap of the ingredients present, and is undesirable. This soap tries to emulsify oil in water, while the oxy-cholesterol proper takes on water to make a water in oil emulsion. The result produces a grainy cream with water separation. Merely add the water or aqueous liquid to the oxy-cholesterin base, both at the melting point of the base and stir. With some bases slow stirring is advisable. With others colloid mills can be used.

### Butyl Stearate

A new product makes its bow this month. N-butyl stearate is a straw colored oleaginous substance with a melting point of about 20° C. It is useful in the production of polishes and other similar products. In cosmetics, it has been found of value along with stearic acid, alkali, water and perfume to make the various types of creams such as vanishing cream, etc.

### Therapeutic Hair Preparations

There has been much talk concerning the use of certain organic sulfur compounds in lotion and ointment form as applications to the scalp for promoting hair growth. As yet most statements are based on hearsay. However, it is known that the rate of hair growth in rats, fed on cystine rich diets, is greatly accelerated. But as yet cystine lotions are not a reality. Some experimental work is being done in this connection, and as soon as some definite results are obtained, they will be made known through this column.

### Satisfactory Depilatories

The number of accidents from using thallium or its salts in depilatories has reached such a height that the American Medical Association has condemned it. In its place are being used the old fashioned sulphides of alkaline earth metals along with soluble albumins to keep the paste wet and so allow for greater efficiency. In some cases casein replaces the above albumins. The value of albumins lies in their ease of going into solution. In addition they tend to keep down odors. In this connection various salts of acids of selenium are being used in experimental work. As yet there is some danger in their use from irritation of the eyes and nostrils. Additional work is being conducted in an attempt to utilize various bacterial degradation products of animal organs in depilatory preparations.

### Borax and Triethanolamine

Borax can be used along with triethanolamine especially in designing brushless shaving creams. In this case, about half of the triethanolamine can be replaced by a slightly larger quantity of borax and manipulated in the usual manner. The inclusion of borax in cold cream formulæ is of value too.

# Editorials

## The American Perfumer

and Essential Oil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

Vol. XXVIII. No. 1

March, 1933

### The Package and the Product

THE rapid development of a single merchandising idea during the last few years especially in the toilet preparations industry has been more strongly emphasized than usual this month through the Packaging Exposition in New York. This development has united the industry on the idea that the appearance of the finished product has a great deal to do with its acceptance by the buying public. There has been a rush to design new packages for new lines and to redesign the containers of familiar products, probably out of all proportion to the real value of the "Appearance" selling point.

What has taken place in the industry in the United States quite recently is an old story abroad. Foreign manufacturers have long considered the beauty of the container an integral part of the finished material. They have developed the idea of beauty in the package over a long period of years and with conspicuous success. Possibly this success was the stimulus for a rush on the part of the American manufacturers to catch up and pass Europe, all in the space of a few months.

In America there was little change from the original drug store jar and bottle as a container for toilet goods over a long period of years. In fact, it is only in the last four years that any real development beyond that point has been attempted and some of the old and successful lines still cling to the containers of a former generation.

On the whole, the change, rapid and in some cases productive of more or less unexpected results, has been an excellent one. It has, of course, been impossible, in the short space of time during which the development has been going on, to produce, in every instance, packages of beauty and utility enhancing the value of the preparations which they contained. This would have been too much to expect. Real and lasting improvement has been made, however, as the exhibits at the Exposition clearly disclose, and with the trend still

seemingly as strong as ever, the matter of containers and packages for toilet goods is one worth careful study.

Probably the most obvious manner for the established manufacturer to develop the new package idea and withal the least dangerous is in the development of new lines of merchandise. When he develops and places upon the market a new line of goods, the manufacturer has nothing of goodwill to lose and much to gain, if his containers represent a more or less radical departure from those of his older products. He can afford to experiment a little and to test out the theories of his designers, and will gain from the experience much valuable information, useful, should he later decide to repack the more familiar numbers. The trend toward new and cheaper lines has here afforded manufacturers an unusual opportunity.

But not all manufacturers are able to work along these lines. Many have launched no new products and, meanwhile, may feel that their lines are losing ground to those which have suddenly blossomed forth in a new outward radiance. Yet they hesitate to make radical changes in the fear that old customers may resent it or may no longer be able to identify the familiar product, or any one of many other reasons, on the whole quite justifiable.

This natural hesitancy, however, does not warrant the manufacturer in a refusal to change after he has carefully studied the experience of others, who, during the last few years, have found themselves in a similar position. *Changes have been made and with great success by some of the most familiar and oldest products and in most instances, where due restraint and good judgment have been used, the results have been eminently satisfactory.* Nor need there be an immediate scrapping of the old package for something radically different. Methods of tie up between the old and the new are easily devised and have been used with conspicuous success on several well known products.

*The development of new raw materials for packages and the rapid progress of art and design together with the vogue for color, all have played an extremely important part in the development of the newer types of containers. Materials, until recently undeveloped in the container field, methods of package manufacture which emphasize beauty of design and finish and methods of applying and finishing in color, have been produced with almost bewildering rapidity during the last few years and with results which have been extremely effective in a large number of instances. These were to be seen in profusion at the Exposition.*

## OUR ADVERTISERS

Koster Keunen  
Sayville, N. Y.

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW,  
432 Fourth Ave., New York City.

GENTLEMEN: It affords me great pleasure, on behalf of Messrs. Alphonse and Louis Koster and myself, to advise you that our business with you has been very profitable to us.

Your periodical has truly been a strong medium for sales and we are receiving inquiries almost daily for our famous K. K. Beeswax. Your kindness, in endeavoring to show us the way about, while at the same time being strictly ethical, has aided us in making several important short cuts, and we trust that some day we shall be able to serve you in some way.

Again I wish to thank you very sincerely and assure you that THE AMERICAN PERFUMER shall always be, at least, one of our important means of selling.

With very best wishes, I am

Sincerely yours,

KOSTER KEUNEN

JAMES A. WEBSTER, General Sales Mgr.

This rapid development, however, is not without its drawbacks and dangers. Too much energy and too great speed have in some cases brought results which were striking enough but at the same time far away from designs which the consuming public was likely to accept. There have been new package failures as well as new package successes, but in almost every instance they have been traceable to an effort for effects, which, to be charitable, were beyond the capacity of the consuming public's acceptance of the "new art." The extreme and the eccentric under the name of "modernism" have not succeeded nor are they likely to succeed in the near future. In fact, the trend today is away from them and toward simplicity.

*Packages, to be successful, must be designed and decorated upon sound principles.* The manufacturer of toilet preparations must not be too disappointed if he finds that he does not wholly understand these principles. Ideas on packages he must have, but they must be developed in collaboration with competent artists and designers. He must leave to the expert the final decision as to whether the ideas are good when translated into the finished container.

Probably only a few of the larger manufacturers can afford at present to use the services of an expensive artist or designer for the creation of special and unique packages. Such services are naturally costly, and there is always the element of chance in the reception accorded the final result. *But the small manufacturer need not drop all of his plans for new packages on this*

*account, nor need he feel that his individual ideas cannot be worked out successfully because of his inability to secure the services of professional designers. The manufacturers of packages step in at this point. They are both competent and willing to provide the professional services necessary and, in many instances, their long experience with similar problems make these services of even greater value than those of the independent designer.*

In consultation with the manufacturer of packages, the small toilet goods maker can readily work out his own ideas in a beautiful and successful package, provided he is willing to see some of his plans modified or even discarded by the experts with whom he is working. He must be prepared for this possibility remembering that the ultimate success of the package is of greater importance than his individual opinions. In addition and at less expense, there are many splendid stock designs available where exclusiveness is either unnecessary or too costly.

In general, if the finished package is both beautiful and useful, if it avoids the fantastic in design and the inharmonious in coloring, if it is tied carefully to the old one when it is launched and if the proper effort is placed behind it in the merchandising plan, the chances of its success are better than even.

But the FINEST PACKAGE cannot succeed without A PRODUCT. The package may sell once but, if the preparation itself is unsatisfactory, there will be no repeat sales. This is a point which need not be stressed in the consideration of the old established product. Recently, however, the toilet goods industry has been plagued by a host of innovations of little merit and no fundamental place in the general scheme of the industry. Carried away with the idea that "the package will sell it," goods have been placed on the market which, however beautifully packaged, have no place not already filled by a better product. Some of these have sold for a time, but they cannot, in the nature of things, be permanent nor bring permanent profit to their producers.

It is gratifying indeed to see the change for the better in the packaging of toilet preparations in America. It is a trend which should be continued and developed along sound constructive lines. But possibly the most fundamental principle of the packaging art might be expressed in the words of the ancient recipe for juggled hare, "First, catch your hare." *The product may or may not succeed without an up-to-date package. Certainly, the package can never succeed without the product.*

### The Executive

They will pay you a good price for your own ability and they will reward you ten, twenty, or thirty times as much if you have the ability to discover and develop ability in others.

# Turtle Oil

## *A Discussion of Its Properties and Uses*

*by Maison G. de Navarre, Ph.C., B.S.*

*and Stanley Ruszkowski\**

**T**URTLE oil is a comparatively recent addition to the armamentarium of the cosmetic chemist. It has been known as a raw material for only a few years. Its progress, if it can be measured by the number of manufacturers that have incorporated it in their cream formulas, has been very rapid. We cannot however, quite accord it the rating to which many of these manufacturers seem to think it entitled.

The use of turtle oil has grown so rapidly and it has been adopted so indiscriminately, especially by the smaller manufacturers, that it is no wonder that the spectacular results which many had hoped to obtain from it have not been realized. Quite naturally they are inclined to place the blame upon the oil or its producer. Instead the producer of the oil has merely filled a demand which gullible manufacturers have created, and the manufacturer of toilet articles can scarcely claim to have been duped more than the final consumer of the turtle oil product.

Contrary to some beliefs there are several genuine turtle oils on the market. These are of definite value but their limitations must be understood. However, in the majority of cases there appears to be an air of uncertainty and mystery surrounding the oils and especially their sources, both geographical and zoological. The oil is obtained from several species of turtles and varies in its characteristics accordingly. Methods of extraction vary with the source and little or no accurate information is available concerning the procedure.

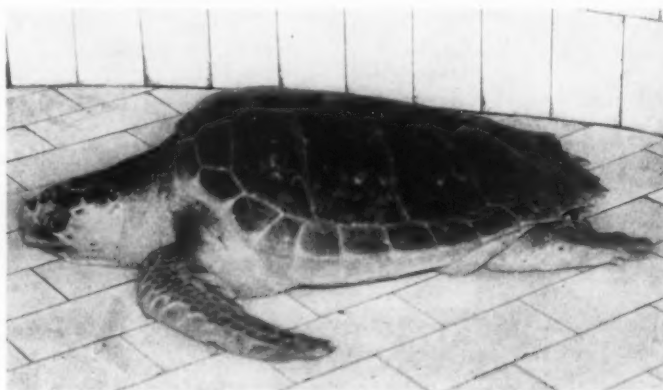
Rendering plants are found in various parts of the globe. The commercial oil is extracted from the fat and livers of green Atlantic and Pacific turtles and sometimes from their eggs as well. Occasionally the so-called leather-back turtle is used for its fat and the loggerhead turtle has also been employed.

The production of turtle oil can be traced back many years in the Amazon, Rio Negro and Orinoco regions. The Indians in these parts of South America used it as a foodstuff. Production in this part of the world

has been estimated at over 100,000 gallons annually, more than half of which is used by the Indians, the remainder being exported from Para, Brazil. Much of this oil and that secured in the Seychelles Islands, is extracted from the eggs and is claimed to have the same nutritive value as cod liver oil.

### Extraction

Cleopatra was reputed to have used turtle oil and wine as a bath, and the Mexican Indians and the Mayas are supposed to have used the oil as a cosmetic over 500 years ago.



ATLANTIC TURTLE (COURTESY N. Y. AQUARIUM)

In many of the rendering plants the fatty portions along with the liver are heated in large kettles until the oil separates. It is then drained into cans. A certain amount of oil is also secured as a by-product of the manufacture of turtle soup. After the flesh has been boiled, a certain portion of the oil is skimmed off. This crude product is regarded as

hardly suitable for cosmetics and has its drawbacks in soap as well. Upon its arrival in the United States the oil is refined by washing, bleaching, steaming, drying and filtering as the case may be. It is then ready for the trade.

Refiners utilize a bleaching and deodorizing process which produces a bland oil with less of the characteristic odor and color of the crude product. This can be used as it is or blended for the manufacture of turtle creams.

One producer in Central America has a modern plant in which the oil is produced by steam distillation. A rendering plant in Key West, Florida, produces small quantities of the oil as a by-product in the manufacture of turtle soup. It uses steam distillation as a refining process, using only the fatty portions for the purpose of extracting the oil. Some of the oil is produced right at the hunting grounds, production plants being located on the coast. Such plants are found in Sebastian Vizcaino Bay, off Lower California, Caribbean (Jamaica), Ojo de Liebre and La Paz, Mexico, Egypt, Central and South America (Brazil), and Panama.

\* Senior student at Detroit City College of Pharmacy, through the courtesy of Dean Roland T. Lakey and Instructor Ralph Mill.



## Experimental

It is possible to deodorize and decolorize turtle oil with absorptive charcoal such as  $K_2O$ , producing a more or less bland oil. Passing the oil through coffee grounds has no effect other than to make it more disagreeable. Activated kaolin has the same effect as charcoal. Triethanolamine 0.5 per cent slightly increases the color and modifies the odor. A careful washing of this turtle oil triethanolamine mixture gives a slightly colored oil with a mild odor. Oils stabilized with lecithin from soya bean do not turn rancid after six months exposure in open containers in the sunlight. Some oils are more or less stable when received. It has been found that a cool dark atmosphere does much to keep a sweet odor in turtle oil and to prevent early rancidity.

Turtle oil soaps are fairly firm much like soft soap, U. S. P. X. They give a fair lather. Some of the soaps observed by the author were rather hard. Variation cannot be accounted for in any way other than that some of the oils were adulterated.

Decoloration and deodorization may be desirable in some cases but the vitamin potency of the oil would be more or less destroyed by these processes. One of the principal claims made for turtle oil is its content of vitamins which, however, is still to be definitely demonstrated. Were it not for these vitamins any fixed oil could be used in its place at a much lower cost. A rich golden color usually indicates the presence of vitamin A or its derivatives. Tests with antimony trichloride will give a more or less definite idea as to the amount present. When such an oil is decolorized with an absorptive agent such as kaolin or charcoal, the vitamins, because of their surface activity, usually cling to the absorptive agent and the oil is thus deprived of its active ingredients.

Turtle oil as such contains no hormones or youth-giving qualities as many have been led to believe. Undoubtedly the great landslide toward its use in cosmetics originated from this erroneous belief. A foreign manufacturer advertised a turtle hormone cosmetic at a high price. This cosmetic was alleged to contain the active substances from the turtle skin and was to be used as a rejuvenator. Almost immediately other manufacturers tried to copy the product with turtle oil as the active ingredient. There is no relationship whatever. Turtle oil contains no ingredient of the skin extracts. It is just another fixed oil which probably contains a fair quantity of vitamins.

However, lipid extracts of various glands of the turtle may yield some type of activator or hormonal substance that can be incorporated into the oil, or extracted along with the oil. One such type of oil is now available on the market, and reputed to be quite astringent. It is supposed to be extracted from the giant sea turtle *Chelonian Atheca*, sp. *Sphargidae*. However the deodorizing and neutralizing processes this oil is subjected to, may have a deleterious effect on the active substances, as previously mentioned.

## Turtle Creams

A careful examination and inquiry has disclosed that over 25 commercial turtle oil creams contain less than 10 per cent of the oil and many not over 5 per cent. If the oil is to be of any value in cosmetics through its

vitamin content, it is obvious that larger quantities than those mentioned must be used. To be advantageous turtle oils should completely replace other fixed oils in cream formulas but such a replacement would mean that higher prices on turtle creams would be necessary.

A medium priced cream in which fairly large quantities of turtle oil are incorporated can be manufactured with a special anhydrous lanolin or oxycholestrin base. This cream will be rather stiff especially if about 35 per cent water is used. Ointments or creams without water can be made using lanolin and turtle oil along with a small quantity of perfume. Beeswax can be added to increase the firmness of such an ointment. Lecithin 1.5 per cent along with cholesterol 0.5 per cent are useful adjuncts. Viosterol, vigantol or caritol can be added to the extent of 0.5 per cent. These products are vitamin bearing materials and will increase the vitamin potency.

As perfumes many low-priced jasmins have been found desirable in turtle oil creams. Carrot compound oils in small quantities or citrus oils blend equally well. In perfuming turtle oil cream it is important to find aromatic products which blend rather than mask. Attempts at masking the odor of the oil usually end in trouble. Blending gives a superior product.

Turtle oil sometimes mixed with various other fixed oils and slightly perfumed appears on the market for various rejuvenating purposes but the claims for many of these products are undoubtedly exaggerated, to say the least. The manufacturer who wishes to market a turtle oil cream should keep in mind that sufficient quantities should be used so that any active factors which may be present will be in sufficiently large proportions to exert their beneficial influence.

## Physical and Chemical Criteria

Most of the oils studied by the authors possessed a characteristic odor ranging from that of burnt drippings to that of a pungent aroma of cod liver oil. The best grades had the least odor. The cheaper grades were empyreumatic because of the antiquated methods of extraction.

The color varied from water white to a dirty grayish brown, through a deep brown to a golden, then to a rich yellow and finally to that of straw. The oil varied from solid to complete liquidity at room temperatures. On standing, the crude oils deposited stearins and other high melting constituents but this in no way injured the quality of the oil. Several oils were found to be adulterated. Others were only partially analyzed because of various difficulties encountered. Color tests such as described in the U. S. P. X. under almond oil have been found of little value in differentiating the oils and hence too much stress need not be placed on them. In place of this test, the following has been suggested. Place about 1 cc of the oil in question in a porcelain dish and add a few drops of concentrated nitric acid down the side. At the point of contact a color reaction will manifest itself. Oils adulterated with cod liver oil yield a purplish to a violet color, turning brown. Pure turtle oils give a grayish tan to tan color.

Many oils which were examined show a marked tendency toward rancidity. It has been suggested that benzoinating the oil will preserve it. Some of the

more recently developed preservatives would probably work as well or better. The table (Below) shows the constants of 11 samples examined by the authors.

A New York chemist who has done much work on turtle oil accepts as genuine any oil with the following properties:

Color—deep yellow to golden  
Solidifies at 20 to 22°C  
Sap. Value—197 to 210  
Sp. Grav. .914 to .919 (25°)  
Ref. Index 1.4658 to 1.4715 (20°)  
Iodine No. 89 to 97  
Free acid N/10 KOH v/x—.05 to 0.1% per gram of oil.  
This oil dissolves in chloroform, benzol, petrol, benzine, ether, carbon, tetrachloride, carbon disulphide, and acetone. Insoluble in glacial acetic acid.

With such a wide range of constants it is difficult to decide which is really a genuine oil. It is obvious also that environment and both geographical and zoological sources have a bearing on the composition of the oil. The criteria as given by this chemist are undoubtedly meant for oils from certain localities. Oils from the Atlantic regions have been found to possess higher iodine and saponification value. Those from South America have a lower solidification point. Oils

from Caribbean waters possess the most uniform and regular constants. Some of the samples analyzed were undoubtedly adulterated since their color reactions were far from those of genuine oil.

The above discussion on turtle oil leads to little in the way of a definite conclusion and additional experiments and analyses should be concluded. An effort has been made to cite various peculiarities and their relationship to the source of the oil, but these are largely generalizations which should lead to the determination of definite data later. Those who wish to manufacture turtle oil creams should purchase the oil from reliable sources.

Further work which may be reported upon later will include feeding experiments on vitamin deficient animals to determine the value of the oil and vitamins. The manufacturer of turtle oil creams should be careful to avoid extravagant and misleading claims for his product. Undoubtedly the oil has considerable value in the manufacture of creams of several sorts, but turtle oil creams will perform no miracles and no miraculous claims should be made for them.

Constants of Eleven Samples of Turtle Oil

Sample	Color	Solid, Pt.	Sap. Val.	Sp. Grav.	Ref. Index	Iodine No.
I	Straw	Liquid	196	.920	1.4700	110
II	Dk. Brown	25°C	145.93	.9066 (42°)	1.4650	...
III	" "	22-6°C	93.45	.9069 (42°)	1.4650	...
IV	Golden	-1°C	195	.923	1.4725	115
V	"	3-5°C	214	.9113	1.4665	...
VI	"	"	221	.9006	1.4670	...
VII	Yellowish	.....	195.65	.922	1.4737	121.09
VIII	Straw	18-19°C	211.3	.919	1.4665	111.0
IX	Dp. Yellow	20-22°C	197	.919	1.4688	95
X	" "	21-25°C	192.8	.925	1.4521	170
XI	.....	15-18°C	174.8	.911 (30°)	1.4649 (30°)	85.9 (wijs)

(Note: The extremely low saponification values of No. II and III are doubtless due to adulteration. The high values of V, VI and VIII are difficult to account for. Saponification values should range between 197 and 210.)

### Egyptian Source of Turtle Oil

WASHINGTON, March 11.—Through the courtesy of friends here assisting THE AMERICAN PERFUMER in its research concerning the production of turtle oil, a cosmetic base first described by this publication a few months ago, it is possible now to give some definite information regarding at least one source of production of this oil.

The facts reported and the quotations are from a letter sent by an export house in Cairo, Egypt, to an American company interested in this product. The company sending the letter also is cooperating with Government agents of the United States to the extent of having promised to supply Charles E. Dickerson, Jr., commercial attache at Cairo, with samples of the oil to forward to the Bureau of Foreign and Domestic Commerce.

Turtle oil, obtained from a special variety of sea turtle, is used, according to the Cairo company, for making "different pomades, cold cream, cosmetics and many products of this sort."

"The season is generally beginning in March and ending in October of every year," states the letter. "The crop is estimated at seven tons, at least, and the next crop is expected to be superior to that of last year,

this owing to the weather conditions which seem favorable to the abundance of the sea turtle on the coasts.

"You will notice that every sea turtle is producing only one pound and a half of *pure oil*; during the Winter season and owing to the cold weather, the sea turtles are producing only a few ounces each.

"Regarding said crop, we beg to inform you that we are in a position to export the 9/10 (apparently nine-tenths) of same, and therefore invite you to inform us upon the quantity which you think you will be able to distribute in your country; in the meantime you will realize that you could monopolize the distribution of the real Egyptian sea turtle oil in your markets.

"Regarding the quality of the sea turtle oil, we may call your attention that same is produced either from the male or the female turtle; you will notice that both oils have same properties and the oil destined for exportation is a mixture of both oils.

"You will notice also that the quantity or proportion of each item in the mixture could not be determined, as sometimes the male item is superior to that of the female and vice versa; in a word, our prices will affect a pure mixture of both oils without determination of the proportion of each oil in said mixture."



# Oil of Petitgrain Bigarade, French

A Survey by Dr. Ernest S. Guenther,

Chief Research Chemist,

Fritzsche Brothers, Inc., New York

IN our survey of oil of neroli bigarade we have seen that the bitter orange tree, *Citrus Bigaradia* Risso, is cultivated principally in the South of France, in the small coastal section between the Alpes-Maritimes and the Mediterranean with Cannes, Grasse as the western, and Cagnes, Vence as the eastern boundary. Other, but less important producing sections we found to be in Southern Italy (Calabria and Sicily), in Southern Spain (Andalusia) and in Algeria (Mitidja Plain). The flowers of the bitter orange tree blooming in May and June upon steam distillation yield the so-called neroli bigarade oil.

The purpose of this brief survey is to study a related oil which, if pure, is a most interesting and useful ingredient valuable particularly in perfumes, eaux de cologne, toilet waters, powders and creams.

While the blossoms of *Citrus Bigaradia* Risso give oil of neroli bigarade, the leaves of the same tree upon distillation yield the so-called oil of petitgrain bigarade. As a rule the bitter orange trees are trimmed between the end of June and the end of September or beginning of October. The leaves thus obtained, if submitted to steam distillation, yield about one kilo of oil per 500 kilos of leaves. Distillation lasts about 2 to 2½ hours per charge in stills of 1,500 to 2,000 liters capacity. The operation is carried out in such a way as to collect 800 grams of distillation water per kilo of plant material charged.

In 1932, 40 to 45 francs were paid for 100 kilos of leaves which was a very low price compared with former years when up to 100 francs used to be paid for the same quantity of raw material.

As a rule only the leaves of the neroli bigarade tree are distilled in Southern France and not the wooden parts of the branches. In fact, it seems that the superior quality of pure French petitgrain bigarade oil is primarily due to the strict adherence to this precaution. Neither is there any number of small green bitter oranges to be found in the raw material for distillation because, as we have seen in our survey on neroli bigarade oil, in Southern France practically all the neroli blossoms are picked on the last day of the bitter orange flower harvest (*debouturage*), in this way eliminating the development of flowers into fruit. If the raw material has been carefully selected, the resulting oil shows the fine odor value and also the true physical and chemical properties characteristic of French petitgrain bigarade oil.

Until about fifty years ago petitgrain bigarade oil was exclusively distilled in Southern France. Lately by far the greatest production of this oil originates

in South America (Paraguay) where the plant material is collected from both the cultivated bitter orange tree (*Naranja I*) and principally from the plant growing wild as a creeper in the jungles (*Ajapu*). However, it seems that distillation in Paraguay is carried out in rather a crude way, in primitive direct-fire stills, and particularly that the plant material is not carefully selected for, if compared with the genuine French petitgrain bigarade oil, the Paraguayan oil has a rough, crude and "woody" note. The dextro-rotation of most of the South American petitgrain oils leads to the conclusion that the raw material for distillation beside leaves also contains small unripe fruit. A more detailed description of the Paraguayan petitgrain oil must be reserved for some future publication, the present survey dealing only with the oil as produced in Southern France.

If pure, the French petitgrain bigarade oil has very interesting odor qualities. It is, of course, not by far as fine and delicate as neroli bigarade oil, yet a genuine French petitgrain bigarade oil might be preferred to an adulterated neroli bigarade oil. It is strong, yet suave, and of a most pleasing characteristic tonality.

French oil of petitgrain bigarade is the most natural and most suitable basis for artificial neroli oil and also, of course, the most widely used adulterant for neroli bigarade oil.

During 1932 there arose quite a complaint in local agricultural papers of Southern France advocating the discontinuing or prohibiting of distillation of French petitgrain bigarade oil because its use is detrimental to the bitter orange flower growers. Yet it would be regrettable if this interesting oil should disappear from the market because it offers such good possibilities, particularly in toilet waters and eaux de cologne.

The properties of French oil of petitgrain bigarade do not vary very much if the oil is distilled from the leaf material exclusively.

Charabot and Pillet<sup>1</sup> describe oils of the following constants:

Specific Gravity d <sub>20</sub> <sup>20</sup> :	0.8910 to 0.8937
Optical Rotation α <sub>D</sub> <sup>20</sup> :	-4° 45' to -6° 15'
Ester Content:	51.5% to 69.6%
Solubility:	Soluble in 1 vol. of 80% alcohol

Genuine oils distilled in 1932 in Southern France had the following constants:

Specific Gravity d <sub>20</sub> <sup>20</sup> :	I. 0.892	II. 0.895
Optical Rotation α <sub>D</sub> <sup>20</sup> :	-3° 18'	-5° 34'
Ester Content:	64.5%	68.6%
Refractive Index n <sub>D</sub> <sup>20</sup> :	1.4582	1.4575
	Soluble in 3.5 and more vols. of 70% alcohol.	Slightly opalescent in 4.5 and more vols. of 70% alcohol.





Characteristic of these oils is their pronounced laevo-rotation which, as mentioned, is due to the proper selection of the plant raw material. Charabot and Pillet<sup>2</sup> have shown that distillation of only the leaves of the bitter orange tree yields oils of higher laevo-rotation while oils distilled from material including small unripe fruit give oils of lower laevo-rotation, tending towards dextro-rotation.

The dextro-rotation so often found in Paraguayan, Calabrian, Spanish and West Indian petitgrain oil must very likely be attributed to this condition of the distillation material; it may also be due to an admixture with a small quantity of petitgrain Portugal oil which is distilled from the leaves of the sweet orange tree (*Citrus Aurantium* L.) and not widely known or produced. It has rather a high dextro-rotation and a very low ester content.

Genuine Algerian petitgrain bigarade oils, distilled from leaf material only, are very similar in their properties to the oil of Southern France, and also show laevo-rotation.

#### Chemical Composition

The chemical composition of French oil of petitgrain bigarade has been studied quite thoroughly by some of the outstanding pioneers on essential oil research, such as Tiemann, Semmler, Walbaum, Charabot, Jean-card and Zeitschel.

The following constituents have so far been identified:

Pyrrrol  
Furfural  
Camphene  
Dipentene  
 $\beta$ -Pinene  
Nerol  
Some sesquiterpenes not yet fully identified.

l-Linalool  
Linalyl Acetate (main constituent)  
Geraniol  
Geranyl Acetate  
d- $\alpha$ -Terpineol  
Probably Methyl Anturanilate.

The presence of limonene in French oil of petitgrain bigarade is, according to Charabot and Pillet<sup>3</sup>, due to the presence of small green fruit in the distillation raw material.

Adulteration of French oil of petitgrain is rather common and quite easy to carry out. The most natural and commonly employed adulterant is oil of petitgrain Paraguay. Linalool and linalyl acetate are also used frequently. Such admixtures tend to give the oil lower laevo-rotation and even dextro-rotation depending upon the quantity and degree of rotation of the Paraguayan oil employed. In order to obtain laevo-rotation, oil of shiu is sometimes added, and it is then rather difficult to prove adulteration by mere routine analysis. Olfactory test and comparison with a standard sample of unquestioned purity must then be resorted to.

Like oil of neroli bigarade, oil of petitgrain bigarade is, therefore, an article of strictest confidence and should be purchased from very reliable sources only.

Before concluding our study of oil of French petitgrain bigarade, let us say a few words about the corresponding oil produced in Spain, Italy and Algeria.

The Algerian oil comes nearest to the French oil in



chemical properties, and is of very fine odor quality. Very little oil of petitgrain is distilled in Spain on a commercial scale, those samples described in literature originating mostly from experimental work. Limited quantities are distilled in Italy, but the fact that many of the Italian petitgrain oils show dextro-rotation tends to show that these oils are not always distilled from the proper raw materials. Their odor in most cases confirms this opinion.

Of late a few Russian samples have appeared on the market, the properties of which approach the French oils.

1. *Bull. Soc. Chim.* III. 19 (1898), 853; 21 (1899), 74.
2. *loc. cit.*
3. *loc. cit.*

### Toiletry Trade in Dominican Republic

Compared with the demand for most other manufactured products, the demand for cosmetics in general in the Dominican Republic is considered good and has been relatively well maintained. The bulk of the trade is in low-priced lines, all of them imported. Total imports came to \$67,408 in 1931. France is the major supplier, furnishing just under half of the toiletries. Purchases from the United States, valued in 1931 at \$22,194, together with those from France, made up 82 per cent of the business. (*Consul Walter S. Reineck, Santo Domingo.*)

### Netherlands Proposes Tax on Toiletries

A bill now before the Netherlands Parliament would subject a long list of articles including toilet preparations, considered to be non-essentials, to a supplementary import duty of 12 per cent of the c. i. f. value when imported, or to an internal tax of 10 per cent of the manufacturer's sale price if they are of domestic production, according to a recent report from Consul General Charles L. Hoover, Amsterdam.

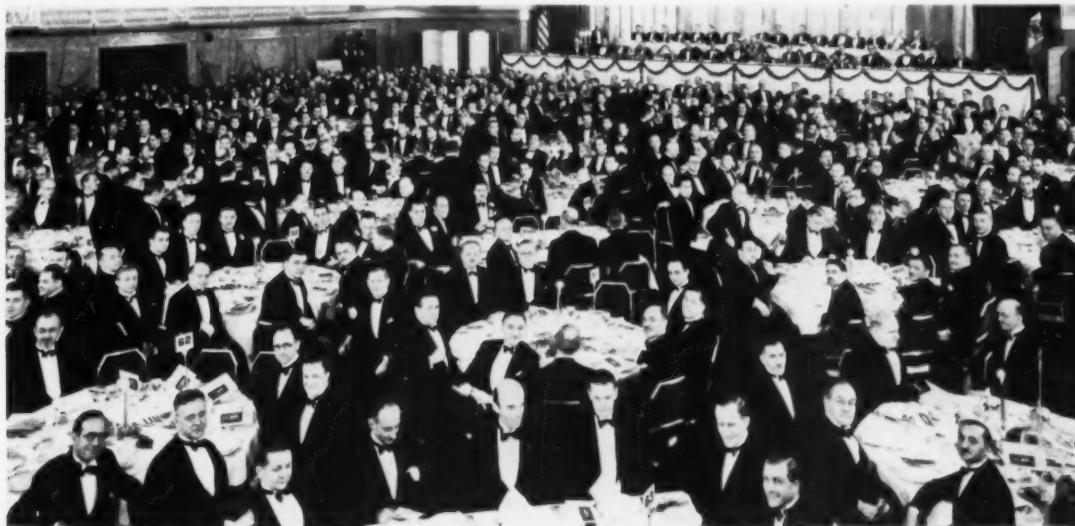
### Drug Men Hear Speaker Rainey

**S**PEAKER Henry T. Rainey of the House of Representatives assured the guests at the annual Drug Trade Dinner March 16 that there would be no additional burdensome taxes and that the budget would be balanced through the enactment of the economy measure and the beer bill both of which would be law within a few days. The Speaker stated his firm belief that recovery from the crisis of the depression had commenced and pointed to the record of Congress since the new administration took office as the most rapid exhibition of constructive activity on the part of any government which had ever been seen.

He paid special tribute to President Roosevelt whom he praised for constructive leadership and vision during the emergency, stating that he possesses "the initiative, the courage and the idealism of Wilson and the fighting qualities of Jackson." "I have served under eight presidents but never under a greater president than Franklin D. Roosevelt," Mr. Rainey declared. He was particularly optimistic regarding the effect of the beer bill upon business revival, pointing out that many industries including manufacturers of machinery, bottles, metal caps, labels and many others would be benefited immediately by the passage of the measure.

Nearly 900 members of the drug trade attended the dinner, a new record for the affair. Presiding was Francis J. McDonough, chairman of the Drug, Chemical and Allied Trade Section of the Board of Trade, who in an effective speech outlined the work of the board during the last year and introduced Charles L. Huisking, who acted as toastmaster. Mr. Huisking presented P. C. Magnus, president of the New York Board of Trade, Inc., who spoke of the benefits of co-operative work. Hendrik Willem van Loon, author and historian, and Milt Gross, cartoonist, were other speakers.

The reception which preceded the dinner was again one of the events of the drug trade's social season.



DRUG TRADE DINERS AT WALDORF-ASTORIA

## Cosmetics at N. W. Drug Show

**A**N attendance almost equal to the peak registration of 1931 marked the Eleventh Biennial exhibition of the Northwest Drug Show, held at the Shrine Temple, Des Moines, Ia., the week of February 14. The afternoon sessions, open only to the trade, showed an attendance of 900 registered druggists and wives visiting every booth of the display. In the evening, the show was open to the public at a small admission charge, and between 1,500 to 2,000 took advantage of the opportunity each evening.

The drug show, held in conjunction with the annual meeting of the Iowa Retail Drug Association, was under the direction of R. M. Gibson, of Des Moines. Fifty-one booths were in the display representing manufacturers of toilet goods, drugs and the allied commodities. The plan inaugurated at the national drug shows of stamping registration tickets at each booth, with prizes for the tickets drawn, was used here and 106 prizes were given, in addition to those given the druggists at the different booths. New lines, novel packages and different package combinations featured the displays at the toilet goods booths.

At the Armand booth, the new automatic roll-top lipstick was introduced. The stick is of bright red enamel and is moderately priced. The gift offer of a magnifying glass hand mirror to be given with each purchase of a box of Armand "Symphonie" face powder was also featured.

In the Radio Girl line, a new 25-cent size box of powder in a new container of orange-red with a fine black edge, and a drum cover of transparent cellulose material, was featured.

Yardley & Co., Ltd., introduced its entire lavender line in an attractive modernistic booth with the girls demonstrating the line dressed in orange and brown plaid dresses. The company supplemented its booth at the show with demonstrators in the same costumes and window displays in five representative Des Moines drug stores during the week. A package combination of three bars of Yardley "Old Lavender" soap with a bottle of perfume was stressed in the display.

In an attractive booth typifying the outside of an independent drug store, F. W. Fitch & Co. displayed the entire new cosmetic line and the old line of shampoo and shaving cream. Among the other manufacturers represented at the show were Chamberlain Laboratories, ADS Co., Pepsodent, Coca Cola, The Atlas Brewing Co., Adolph Coors, E. R. Squibb & Sons, Johnson & Johnson, Bauer & Black, and McKesson & Robbins.

## Arrested in Alleged Smuggling

The police of Buffalo, N. Y., arrested Norman Emblidge of that city recently at the instance of Federal customs officers who charged Emblidge with the smuggling of face powder. He was arraigned before United States Commissioner Harding on the charge of smuggling powder in violation of the tariff laws, and waived examination. Officials stated that thousands of dollars of the powder had been brought into Buffalo and Niagara frontier cities in recent months in violation of the tariff act.

## F. T. C. Dismisses "Pond's" Complaint

**W**ASHINGTON, March 12.—The Federal Trade Commission has dismissed all action against the Pond's Extract Co., of New York, in connection with the use by the latter of paid testimonials in its advertising, thereby closing one of the celebrated cases before that body.

The order dismissing the case read as follows:

"This matter coming on for further consideration, and the Commission now being fully advised in the premises, it is ordered that the complaint herein be and the same is hereby dismissed without prejudice."

The Commission, in a complaint issued one year ago, charged that the Pond's Extract Co. had engaged in unfair competition through the use of testimonials for which the endorsers were paid and alleged that some endorsers were not in fact users of Pond's preparations.

The company admitted having paid for its testimonials, but affirmed that the testimonials were bona fide. It contended that the whole subject was one over which the Federal Trade Commission has not jurisdiction, since no deception of the public was involved, and this stand since has been upheld by the Federal Courts.

## Mexican Tariff Rates Altered

Several important changes have been made in the rates of customs tariff prevailing on essential oils and similar products in Mexico. Those in which our industries will be particularly interested are as follows:

Essential oils, natural or artificial, not fruital and not otherwise specified, 7 pesos per kilo.

Fruit essences, or synthetic products to imitate them, non-alcoholic, 15 pesos per kilo. Alcoholic solution of fruit essences, or of imitations of the same when they contain more than 20 per cent, but not more than 50 per cent, of said product, 7 pesos; when they contain over 50 per cent, 15 pesos per kilo.

Extracts not elsewhere provided for, for the manufacture of soft drinks, 2 pesos per kilo. Extracts not otherwise provided for, for the manufacture of liquor, 2 pesos per kilo.

The weights referred to above, are legal weights including the weight of the container.

## Michigan Association Appoints Membership Committee

A meeting of the board of directors of the Michigan Toilettries and Extract Association, was held March 9 at which it was decided to postpone the next regular meeting to the call of the president. A membership committee, consisting of P. E. Porier, of the Fairystone Co., chairman; E. P. O'Rourke, of Owens-Illinois Glass Co., and R. L. Clarke, of Hazel-Atlas Glass Co., was selected.

## Algerian Geranium Oil Quality Control Sought

The Algerian government has recently acquired apparatus for testing geranium oil, thereby providing a basis for official certification as to quality with a view of strengthening the position of Algerian geranium oil in export trade. (*Consul General Oscar S. Heizer, Algiers.*)



# TRADE NOTES



## S. Bayard Colgate Heads Company

S. Bayard Colgate has been elected president of the Colgate-Palmolive-Peet Corp., it was announced March 17. It was reported that the Colgate interests, which have had a minor part in the management since the merger of the Colgate company with Palmolive several years ago, will be more active.

C. S. Pearce, former president, has been elected chairman of the board, and A. W. Peet has been made honorary chairman. N. N. Dalton has been made executive vice-president; E. Little, vice-president in charge of sales and advertising; C. S. Dewey, vice-president in charge of finance; R. B. Colgate, vice-president in charge of research; A. J. Lansing, secretary; L. C. Proesch, treasurer, and A. E. Johnston and H. E. Logan, assistant secretaries.

## United Drug Consolidates Purchasing

Effective April 3, the purchasing departments of the United Drug Co. and its subsidiaries, which include United Candy Co., Seamless Rubber Co., Sherman Envelope Co., Marcus Ward, Inc., Absorbent Cotton Co. of America, Hudson Valley Pure Food Co., United Cotton Products Co., and United Chocolate Refiners, Inc., will be located at the company's main plant in Boston, Mass.

According to a statement by E. J. Griffing, vice-president, the departments will maintain their former personnel which will be under his personal direction. The retail buying organization for the Louis K. Liggett Co. will remain in New York. The purchasing executives of the United Drug Co., formerly located in New York, will make their headquarters in Boston in the future.

## Armand Adopts Group Insurance

One hundred and five employees of The Armand Co., Inc., Des Moines, Ia., manufacturers of cosmetics, have been covered with life insurance through the adoption of a group policy by that organization, through the Prudential Insurance Co. of America. The policy involves a total of \$216,500.

The workers are eligible to coverage in amounts ranging from \$1,000 to \$5,000.

## Green Is Columbus P & G Agent

H. V. Green has been appointed Columbus, O., representative for Procter & Gamble Co., Cincinnati. He is a native of Columbus and a graduate of Ohio State University. He will be located at 40 West Tompkins street, Columbus.

## Gilliam Launches Cosmetic Line

Gilliam Chemical Co., manufacturing chemists, Lubbock, Tex., has just placed on the market a new line of cosmetics consisting of face creams, lotions, shampoos, powders, hair tonics, and other items under the trade mark "Charmé."

## Smith Interim Head of A. M. T. A.

Cecil Smith, of Yardley & Co., Ltd., New York, was elected interim president of the Associated Manufacturers of Toilet Articles at



CECIL SMITH

when the Perfumery Importers Association joined in a body.

## de Beaulieu to Return Home

Michel de Beaulieu, perfumer for Houbigant, Inc., New York, is sailing for Paris at the end of March. Mr. de Beaulieu, who has been connected with the American house for some years, will be married in the near future and expects to continue his work in conjunction with the Paris laboratories.

## Palmolive Milwaukee Plant Busy

Operations at the Milwaukee factory of the Palmolive company are holding steady with the level of the last few months, according to E. J. Reddert, plant superintendent. About 250 are on the pay roll with employment being spread where necessary. Some departments are operating on a 24-hour basis.

The company is now making shaving cup soap in the Milwaukee plant, a product heretofore produced mainly at Jersey City. This is expected to add somewhat to the production rate. Renovations are now being made at the Milwaukee plant.

### Mosheim Announces Plans for Gabilla

Albert Mosheim, president of the House of Tre-Jur, Inc., New York, who completed arrangements to take over the American agency for Les Parfumeries de Gabilla, of Paris, on his recent trip abroad, will organize an individual corporation to be known as Gabilla, Inc., to handle this account. He made this announcement on his return here last month.

The new company will have its headquarters at 19 West 18th street, New York, where offices of Tre-Jur are maintained, but will not be placed in active operation until late this Spring because of the various details of organization which must be worked out. It will succeed Gabilla, Inc., 114 Fifth Avenue, New York, which has represented the Paris house here since 1930.

Mr. Mosheim also announced that he had completed negotiations with Parfums des F. Millot, of Paris, to represent that firm here. He will organize a separate company to handle the agency for Millot, which manufactures a line of perfumes and face powders under the trade name "Crêpe de Chine." The headquarters of this corporation also will be at 19 West 18th street. Mr. Mosheim will be president of the two new companies. There will be no change in the policy of the House of Tre-Jur.

Acquisition of the two French agencies marks Mr. Mosheim's first experience in handling foreign perfume lines. He is confident, however, that he will be able to build up a substantial American market for the lines.

He reported a successful trip to Paris during which, in addition to his conferences with the heads of Gabilla and Millot, he visited old friends and the plant of Société des Industries Réunies which manufactures a line of high grade French soap and is represented by Tre-Jur exclusively in this country.

### Henkel Purchases Hydrierwerke

Henkel & Cie., Dusseldorf, Germany, largest soap manufacturing company in that country, has completed arrangements to acquire the Deutsche Hydrierwerke A.G., Berlin-Rodleben, having capitalization of 4,000,000 marks. The development in recent years of the latter company which holds numerous patents for soap substitutes is apparently the basis of the acquisition.

### Hollywood Company Expanding

Cleo de Merode Products Co., Hollywood, Calif., will shortly establish a branch office and manufacturing plant in San Francisco. A retail salon will also be opened. The company's plant in Hollywood will be continued. Increased capitalization has been authorized to take care of this expansion.



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ALBERT MOSHEIM

### M. Pellerin Heads French Perfumers

Marcel Pellerin, director of Parfumerie Roger & Gallet, Paris, has been chosen president of the Syndicate of French Perfumers to succeed Robert Bienaimé, head of the house of Houbigant, who has been its president for two terms. Mr. Bienaimé has been made honorary president along with Jacques Rocherolles, also a past president. Marcel Prot, head of Parfumerie Lubin, continues as vice-president, while Jacques Porte and Maurice Simon have been re-elected secretary and treasurer, respectively.

Mr. Pellerin has been active in the affairs of the syndicate for a number of years and is excellently equipped to carry on the duties of president relinquished by Mr. Bienaimé.

### Nazare With Aromel Corp.

After an absence of two months, François Nazare has re-entered the toilet preparations industry as vice-president and general manager of the Aromel Corp., New York. This company was organized last Spring to manufacture a metal atomizer invented by Mr. Nazare, but was conducted only on a small scale until he assumed charge last month. The atomizer, which first appeared on the market early last Winter, was formerly distributed through the Prince Matchabelli Perfumery Corp.

With the reorganization of the Aromel Corp., temporary quarters have been taken at 160 East 56th street, and a new type of perfume is being manufactured to be sold in connection with the atomizer. It is being marketed under the name "Aromel," and is termed by Mr. Nazare a "champagne" perfume, since it is charged with CO<sub>2</sub> and upon being exposed to air fizzes and takes on the life-like quality of bubbling champagne.

According to Mr. Nazare, distribution will be only through selected department stores. He is confident that he has salable products, and intends to feel his way along slowly and be contented with a small, but sound, business until, of course, conditions warrant expansion. "We are not going to spoil our market by the 'high pressure' method of selling," he says.



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FRANCOIS NAZARE

Aitken, formerly associated with Pierre Cartier, jewelers, and later with Udall & Ballou, both of New York, is in charge of sales.

Mr. Nazare is well known in the trade through his connection with Dorothy Gray Co., Ltd., as general manager, from which he resigned at the beginning of this year, and with Guerlain, Inc., with which he was associated for several years.



## Ybry in New Quarters

Parfums Ybry, Inc., is now occupying its spacious new offices at 516 West 34th street, New York. As announced in these pages in January, the company leased the entire twelfth floor, consisting of 20,000 square feet of space, in the building at that address where all of its activities are consolidated.

The entire floor has been renovated and redecorated, and is a striking example of pleasant, up-to-date business quarters. The decorative scheme throughout is a light shade of green, trimmed with gold. It shows up especially well in the display room, which is attractively fitted with mirrored doors, long panelled mirrors and finely fashioned show cases.

The floor is divided into two sections. In one are the show room and administrative offices, while in the other are the manufacturing, stock and shipping departments. In the latter section are individual rooms for manufacturing rouge, lipstick and powder. There also is a chemist's laboratory in addition to large space devoted to stock and shipping. Excellent light is provided throughout the day by skylights which are distributed liberally about the roof.

The present plant represents about twice the amount of space maintained at its former location in 50 West 57th street, New York, and marks another long step forward by the company which has been growing rapidly in recent years.

## Tyoga Products to Make Cosmetics

Tyoga Products Co., is starting the manufacture of a line of household articles at Wellsboro, Pa. Mark J. Sullivan, head of the company, has announced that toilet preparations and cosmetics as well as flavoring extracts will form a part of the line.

## Skinner Now Myrurgia Sales Manager

Abouchar & Co., Inc., New York, sole importers in the United States for Myrurgia, S. A., Barcelona, Spain, has advised us that W. King Skinner has been appointed sales manager for New York, New Jersey, Pennsylvania and the New England states.

Mr. Skinner is very well known throughout this territory. Until recently he was connected with D'Orsay Perfumeries Corp., and prior to that was with A. A. Vantine Products Corp. His wide acquaintance among buyers and thorough knowledge of perfume merchandising gives him an excellent background for his new position.

## New Texas Cosmetic Company

Maison Co., Inc., of San Antonio, has just been incorporated in Texas. It will manufacture cosmetics and toilet preparations. The address is P. O. Box 422, San Antonio.

## Vouga Sails for France

Pierre M. Vouga, president of Renaud Parfumeur, of Paris, sailed for France on the *Champlain* March 11 after spending two months in this country and Canada, conferring with his distributors. He also contacted his Latin-American representatives during his stay.



PIERRE M. VOUGA

Mr. Vouga spent considerable time at the headquarters of Renaud et Cie, Boston, his American representative, and prior to sailing stopped over for a few days in New York where he visited the Packaging Exposition.

In discussing the results of his trip, Mr. Vouga said he had made arrangements to have members of the executive staff of the Paris house

come to this country to study American markets and customs, and to have representatives of the distributing companies visit Paris to familiarize themselves with the thoroughness given the production of Renaud articles.

"I have also laid the ground work for the introduction in the United States of our latest creation, the fragrance of the blossom of the olive tree," he continued. "This very delicate perfume has never to my knowledge been commercialized, and this will probably form the basis of our next campaign."

Mr. Vouga looks with optimism on the future of business, believing the worst of the depression to have passed.

"For the immediate future," he said, "I look with more confidence than many of your own countrymen toward a very satisfactory improvement in general conditions. The depression phantom seems to have been laid, leaving the road open for a thorough recovery. Every country in the world has faced a similar crisis. Yours is bigger because your nation is larger, but its wealth is unimpaired and I am quite confident that the outcome of the present crisis will be highly beneficial in the end.

"As for our company, we do not plan further reduction of prices, but improvements in quality wherever possible so as to meet what will soon be the public demand: better quality products to make the people forget the cheap items sold at cut prices during the depression and too often produced by untrained or inexperienced persons."

## P & G Get Safety Award

The Procter & Gamble Co. plant at Port Ivory, Staten Island, N. Y., was awarded a handsome plaque at a meeting of the Associated Industries of New York State, held at the Pennsylvania hotel, New York, March 2. The plaque was awarded for "100 per cent accident prevention work during 1932" and is the third consecutive prize taken by the Port Ivory plant in as many years.



W. KING SKINNER

### Parker Vanilla Head Dies

Malcolm Parker, founder and president of the Parker Vanilla Products Co., Inc., manufacturers of flavoring extracts, Baltimore, Md., died March 1 at his home in that city.

In his early twenties, in 1897, Mr. Parker and William Haigh organized the William Haigh Co. in Baltimore, one of the first firms in the United States to specialize in the manufacture of wholesale flavoring materials. Mr. Parker owned a third interest in this company, and was director of the sales department. This connection continued until 1917 when with his son, L. L. Parker, he established the Parker Vanilla Products Co., Inc. After a rather difficult time for the first few years, the business began to prosper and has enjoyed a steady increase in its volume and distribution. The business will be continued by L. L. Parker, who has been treasurer of the company since it was organized.

### James A. Monahan Dies

James A. Monahan, a foreman at the Port Ivory, Staten Island, plant of Procter & Gamble Co. for 25 years, died March 6 at his home in Elizabeth, N. J., after a brief illness. He was born on the Island of Guernsey, England, and was a resident of Elizabeth for 20 years. He leaves his widow, Mrs. Helen M. Monahan; a daughter, Miss Helen Monahan, and a sister, Miss Mary Monahan.

### Death of Frank K. Lyon

Frank King Lyon, founder of the Comfort Mfg. Co., Chicago, died in that city February 18 in his seventyninth year. Mr. Lyon was born in Zanesville, O., March 17, 1854. He started his business career as buyer for Singer & Wheeler Co., Peoria, Ill., and in 1892 moved to Chicago and became sundry buyer for Lord Owen Co., wholesale druggists, and shortly thereafter started a chain of retail stores under the name Sager & Lyon.

In 1896 he organized the Comfort Mfg. Co. and was its directing head until about ten years ago when he retired. His two sons, William and Howard, continued the business with Mr. Lyon in an advisory capacity with the title of vice-president. Under his direction and that of his sons, the business made remarkable progress and has become one of the most important private brand toilet preparation concerns.

Mr. Lyon was a member of Temple Lodge No. 46 A. F. & A. M., of Peoria, and of several social organizations. His hobbies were billiards and golf. In his younger days he was one of the ranking amateur billiard players of Chicago. He leaves a widow, the former Ida Frances McClellan, and the two sons who continue the business.



THE LATE  
FRANK K. LYON

### Death of Harold F. Ritchie

Harold F. Ritchie, proprietary medicine manufacturer and president of Harold F. Ritchie & Co., Inc., Toronto and New York, died suddenly in Toronto General Hospital, February 22, following an operation. He was fifty-one years old.



THE LATE  
HAROLD F. RITCHIE

Head of one of the largest independent selling organizations in the world, Mr. Ritchie controlled almost a dozen large manufacturing companies. His firm had branches in the principal cities of Canada and in the United States, England, China, New Zealand, Australia, in almost all of the South American republics and in the islands of the West Indies. His exploits in purchasing won him the title "Carload Ritchie," and his extensive travel

averaged about 125,000 miles a year.

Mr. Ritchie was born in Bobcaygeon, Ontario, and was educated in Ontario public schools and the University of Toronto. Immediately after graduation he entered business for himself, organizing the firm of Harold F. Ritchie & Co., Ltd., of Toronto. It was at this time that he conceived the idea of large-scale enterprises which he was to follow throughout his life. Three years after organizing his business he became sales representative in North America for "Eno's Fruit Salts," manufactured by J. C. Eno, Ltd., of London, England. In 1928 he purchased the Eno business and became a director of that company as well as of the Thermogene Co., Ltd., of Hayward's Heath, England. In order to market the new products he formed International Proprietaries, Ltd., in Montreal.

In 1911 Mr. Ritchie formed Harold F. Ritchie & Co., Inc., to handle his business in the United States, and at the same time formed a unit in England. In 1930, in association with the Shoemaker interests of Elmira, N. Y., he acquired the Frostilla Co., and the Pompeian Co. In the following year the same combination jointly acquired the Bowne & Scott Co., of New York and Bloomfield, N. J., manufacturer of "Scott's Emulsion." In addition to these connections, Mr. Ritchie was a director of D. D. Hawthorne & Co., Ltd., Toronto; Cameron Heap, Ltd., Regina, Sask.; Ward Vallance & Co., Calgary, Alta., and several others.

Among Mr. Ritchie's clubs were the New York Athletic, Canadian, Transportation and Drug and Chemical, all of New York, and the Lake Shore Country and Royal Canadian Yacht, both of Toronto. He leaves his widow, the former Alice Alberta Brydon, of Toronto, and four daughters.

Mr. Ritchie was one of the most active and hardest working men in the industry. His wide contacts and his genial personality had endeared him to many in the trade throughout the United States and Canada.

### Dorothy Cocks with Lehn & Fink

Lehn & Fink, Inc., New York, has appointed Dorothy Cocks advertising and merchandising manager. Miss Cocks who is beauty editor of the *Ladies Home Journal*, is a specialist in the field of drugs and toilet preparations and has been working as consultant for various manufacturers for the last three years. She will now devote her time exclusively to the Lehn & Fink products although retaining her connection at the *Ladies Home Journal*.

In speaking about the Dorothy Gray toilet preparations, one of the lines manufactured by Lehn & Fink, Miss Cocks declared that powder and face creams today are virtually staples and regarded by almost every woman as a necessity, like tooth paste. The "dressing table" has become a great source of pride to the modern woman—the quality of her preparations represents her scale of living. Women still love to picture themselves as types and have learned how to change and develop their personalities. This has served as a great stimulant to the entire industry, Miss Cocks remarked.

After a two weeks' cruise to the West Indies, Miss Cocks resumed her duties officially March 20.

### Melo Glo Appoints Miss Graves

The Melo Glo Co., Boston, has appointed Miss Annabelle Graves manager of the Central Ohio territory with headquarters at Columbus. Miss Graves was formerly working Tennessee territory for the company.

### New Kansas City Soap Maker

Wilson & Buster, Inc., recently organized Kansas City company, which will make a number of chemical preparations including soap, has leased for a five-year term a four-story building in that city for office and warehouse purposes. A. Reed Wilson, formerly vice-president of the Vestal Chemical Co., St. Louis, is president of the new company, and D. Hugh Buster, also formerly with Vestal Chemical Co., is secretary and treasurer.

### Death of Milan F. Pratt

Milan F. Pratt, founder of the International Chemical Co., Ltd., in England, and prominent in the development of the Douglas Pectin Co., Rochester, N. Y., died February 18 at this home in Rochester after a long illness. He was fifty-four years old. Mr. Pratt organized the International Chemical Co. in 1913, returning to this country later and settling in Rochester. In 1926 he became identified with other interests and sold the company to the American Home Products Co. He leaves his widow, the former Tina H. Ettingshaus, and two brothers, John J. and Floyd H. Pratt.

### New Directors of Drug, Inc.

Four new directors of Drug, Inc., were elected at the annual meeting of stockholders held at Wilmington, Del., March 14. They are: George C. Haigh, vice-president of Bank of Manhattan Trust Co., New York; Eugene W. Stetson, vice-president of Guaranty Trust Co., New York; Charles S. Munson, president of U. S. Industrial Alcohol Co., and vice-president of Air Reduction Co., New York, and Col. J. Sumner Jones, industrialist, Wheeling, W. Va. The new members were elected to fill the vacancies caused by the resignations of H. F. Behrens, H. H. Ramsay, H. G. Stifel and W. C. Watt.

### Death of A. F. Godefroy

Alexandre Ferdinand Godefroy, former St. Louis hairdresser and cosmetologist and founder of a prosperous cosmetic business, died suddenly March 11 at Nice, France. Mr. Godefroy was 79 years old. He was born in France, but came to America in 1882 and in the same year organized his business in St. Louis. Later he moved the seat of his own operations to Mexico City, leaving his son, Charles W. Godefroy, in charge of the St. Louis enterprise. He retired a few years ago, and has since spent most of his time in Southern France.

### Lady Esther in New Plant

The Lady Esther Co. has completed a deal whereby it has leased the entire four-story building of the Tinker Toy Co., located at 2012 Ridge avenue, Evanston, Ill. The Lady Esther Co., manufacturer of cosmetics, will make some alterations and plans to install the most modern manufacturing equipment



NEW PLANT OF LADY ESTHER CO.

in the new plant. These additions will be completed late this month, at which time the concern will be ready to operate the plant with about 200 employees. Nauman & Steurer, who acted as brokers for Lady Esther Co., explained that this building contains many modern innovations, such as air conditioning, independent house telephone systems, auto call system, outdoor recreation courts on the roof for employees and exceptional daylight space. Lady Esther will occupy the entire building containing over 65,000 square feet.

### Clark on Western Tour

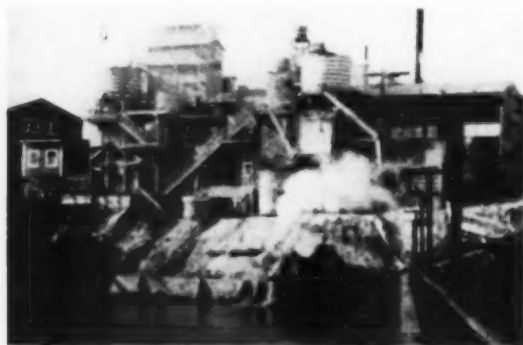
The gentleman on the left in the picture is none other than Samuel H. Clark, president of Whittaker, Clark & Daniels, Inc., and a member of the executive board of the Associated Manufacturers of Toilet Articles.

Mr. Clark recently made a very extended trip to the



West Coast covering about 5,000 miles by plane and the balance of his 9,000 mile trip by train, the Western blizzards precluding the possibility of the entire trip by plane, which he originally planned. Mr. Clark says, "the only way to get away from the world's troubles is to travel as I did, by plane, overlooking the broad expanse of still unsettled country, presenting the potential possibilities for expansion in this, our U. S. A. On a plane trip, conversations are not generally dealt in, and this, of course, precludes the possibility of fellow passengers telling their troubles of depression. The only panacea for depression ills is to take a flight as I did.

"The reaction to the present depression conditions, throughout Kansas and Nebraska, were that 'we have no money but plenty to eat.' In San Francisco there is much leisure, and they are pessimistic as to the future. In Los Angeles they are of a much cheerful sort, and do not talk so much of their troubles. They are hope-



ful, energetic and are existing better than we are in the East, owing to a much lower cost of living. In San Francisco the remark was made by one of my friends that 'the many panhandlers in San Francisco were not natives of California, but were imports from New

York.' Before I left San Francisco I thought I would try out a panhandler, and retorted to one who held me up for funds, 'Brother, I am from New York and I have troubles enough of my own, and I think your local community should care for you.' The panhandler came back with the statement 'I am certainly glad to meet you, as New York is where I come from.' I left San Francisco very much chagrined to learn that at least some of the panhandlers in California are products of the East."

The temperature at 8 A.M. in the morning when Mr. Clark left Los Angeles, was 66°, and when he struck Kansas City at 11 o'clock that evening, it was 14° below zero, so cold that his shaving cream and tooth paste were frozen stiff.

Mr. Clark visited several plants in which he was interested, among which are—Sierra Talc Co., West Coast Talc Co., and Marine Chemicals Co., this latter concern producing magnesium carbonate and magnesium hydroxide. Below at the left is a photograph of this plant, which is located on the hill shore of the Pacific Ocean.

### Charles Gallet in New York

Charles Gallet, a director of Roger & Gallet, Paris, and vice-president of the American branch of the company, arrived in New York March 2 on the *Paris* in the final stage of a journey which has taken him to nearly all of the firm's foreign branches. Mr. Gallet spent a week at the New York offices conferring with his principals, and then departed for Montreal for a stay of about a week during which he will visit the trade and the Roger & Gallet agency there. He plans to spend another week in New York before sailing for Paris late this month.

Mr. Gallet's tour has extended over a period of several months. Before coming here he visited the company's branches in England, Belgium, Holland and Italy. The purpose of his trip was to discuss policies of the company with his colleagues in the various branches and to collaborate with them in laying plans for the coming months, to which he is looking forward with hopefulness and optimism.

In an interview shortly after his arrival in New York, Mr. Gallet said he had not been in this country long enough to be able to compare conditions here with those abroad. He did offer the comment, however, that business continued to be quiet in the principal cities of Europe, but that leaders looked forward to an upturn shortly. A decrease in unemployment in Paris has somewhat brightened the situation there, he said.

### Guck Now with Jergens

Osmond M. Guck, formerly with Parfumerie Rigaud, Inc., New York, is now connected with Jergens-Woodbury Sales Corp., Cincinnati, and is devoting his energies to production work.

Mr. Guck is a graduate of the Columbia College of Pharmacy, and was associated with the Rigaud organization for fifteen years. He was formerly in charge of production in New York and later manager of the Canadian branch. He was then made manager of the New York branch where he acted as perfume chemist and originated new perfumes, creams, packages, etc.



### Peroxide Chemical's 25th Anniversary

Back in February, 1908, a young traveling salesman named John B. Brunner resigned his position with a New York chemical house, and with a capital of \$400, started the Peroxide Specialty Co., at St. Louis, Mo. Today, the Peroxide Chemical Co., as it is now called,



J. LOUIS LANZ



JOHN B. BRUNNER

has an efficient, modern plant with a floor space of over 40,000 square feet used exclusively in the manufacture of high grade drugs and cosmetics, and with a daily capacity of over 500 gross per day.

Between these years—1908 and 1933—there have been some important milestones. For instance, in 1914, the World War interfered greatly with the operation of the business, because the raw materials used in the manufacture of hydrogen peroxide were produced in Germany and England only. Neither country would permit the other to ship to the United States. Eventually, however, the leading English company came over here, and the Peroxide Specialty Co. joined it in establishing a manufacturing unit at South Charleston, W. Va. This completely solved the problem.

By 1920, the business had expanded to such an extent that large shipments were being exported regularly to Mexico, Australia, China, India and other countries. This necessitated an increase in capital stock, and the firm name was changed to "The Peroxide Chemical Co."

"To the one-story, frame-stucco building built in 1912," says Mr. Brunner, who, today is president and treasurer of the company, "we had to add on a 'dog house' every now and then, until half our lot was covered with improvised warehouses." The result was that in 1929 the company tore down the old building section by section, and constructed a modern two-story concrete plant. Needless to say this factory is equipped with the latest improved machinery, for manufacturing, filling, labeling, capping and packing the various products.

With two exceptions (1924 and 1928), the Peroxide Chemical Co.'s business has increased in volume every year, now being 25 times as great as in 1908. In 1908 the products were limited to four numbers in peroxide and one number in cream. Today, 68 items, with 125 numbers, are manufactured. This includes practically everything in the cosmetic line. Surely this is a record of achievement of which any concern might well be proud!

J. Louis Lanz, secretary of the company, is also in

charge of the large and efficient chemical laboratory. Mr. Lanz has made many valuable contributions to the cosmetic development of the United States, and is highly regarded in the industry. The Peroxide Chemical Co. is particularly well-known for its line of "Vi-Jon" toiletries, and its "Sta-Bac" hair preparations.

### Miss Gladys Ogilvie Back

Gladys Ogilvie, head of the research department of Ogilvie Sisters, Inc., has recently returned to New York after an absence of over a year. She was occupied during that time in visiting the Ogilvie salons in this country and Canada, and spent considerable time in Chicago.

Miss Ogilvie brings with her a wealth of new ideas on scalp health and hair treatment, on which she has been experimenting and which are being worked up in the New York laboratory. She is available for some promotion work in the stores, at their express request, but the best part of her time will be spent in developing the new angles on which she has been working.

### Nevada Soap Company's New Plant

The Sierra Nevada Soap Co., with headquarters at Reno, Nev., is erecting a new plant just outside that city on the Verdi highway. The exterior is of red brick and the building consists of basement, floor and mezzanine. According to H. H. Luce, manager, the company is taking advantage of the slack period to erect its new plant which will make "Lemonolive" toilet soap, "Sierra Snow" powdered soap and other soaps and detergents.

### André Firmenich Visits Us

André Firmenich, of M. Naef & Co., Geneva, Switzerland, manufacturers of synthetic aromatic chemicals and perfume specialties, arrived in this country February 28 on the *Aquitania*.



ANDRÉ FIRMENICH

Mr. Firmenich, who is the elder son of Frederick Firmenich, head of the Geneva house, is making his headquarters with Ungerer & Co., New York, American representatives of Naef, and will be here about six weeks or two months. His last visit to the United States was in 1931. He will again make a tour of the East and

Middle West with the Ungerer representatives in those sections, renewing old acquaintances in the cosmetic, soap and perfume fields and exhibiting the many new Naef developments since his last visit.

### M. W. Bernfeld Forms Company

M. W. Bernfeld, formerly buyer of printing and in charge of advertising for L. Sonneborn Sons, Inc., New York, has formed his own company to engage in the printing and advertising business. Offices have been taken at 507 Fifth avenue, New York.

### New Offices of Natura

Offices have been opened in San Francisco for the distribution of "Natura" products. The distributing company is owned by Ernest Ingold for the last sixteen years prominent in specialty distribution on the Coast. They are located at 1182 Market street.

The reception room is furnished in imported hand carved furniture and the business offices have been fitted with all steel filing and office equipment while desks, chairs and similar furnishings are in mahogany. Mrs. A. W. Demons is vice-president and manager; Miss N. Gamlen, treasurer and Peggy Moulthrop secretary.

### Dividend Day at Port Ivory

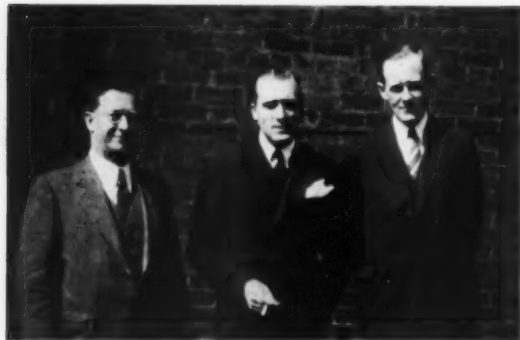
Employees of the Procter & Gamble plant at Port Ivory, Staten Island, celebrated the 42nd semi-annual dividend day on March 4. The celebration was attended by more than 2,500 people, and was held at the St. George Theatre. Addresses were made by R. R. Dupree, president of the company, and J. W. Bassett, superintendent of the Port Ivory plant. An elaborate program of entertainment by radio artists and Port Ivory Glee Club, consisting of 30 employees of the company, featured the celebration.

### New D. & R. Radio Program

Daggett & Ramsdell has recently inaugurated a broadcasting program which in the New York district is heard over station WOR in Newark, N. J. The program is called "Beauty College of the Air," and consists of lectures by V. E. Meadows who is well known in the industry through his consulting work.

### Hubert Schlienger Arrives

Hubert Schlienger of Bertrand Freres, Grasse, France, son of Emile Schlienger, head of the house, arrived on the *Bremen*, February 22, for a visit of about eight weeks to the American trade. Mr.

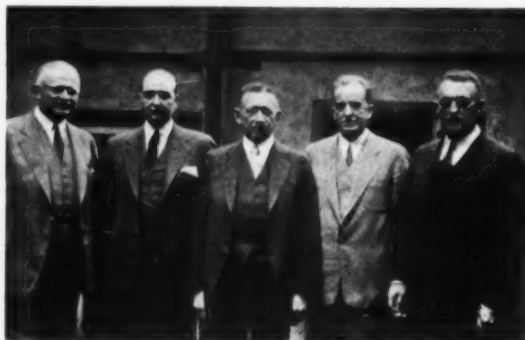


E. R. VETTERLEIN, HUBERT SCHLIENGER AND F. C. THEILE

Schlienger is making his headquarters with P. R. Dreyer, Inc., his American representative, and after visiting customers and friends in the East, will make a trip through the Middle West with F. C. Theile, president of that company. They will call at all the principal centers of toilet goods and soap production.

### Fritzsche Shifts Sales Staff

Fritzsche Brothers, Inc., New York, has advised us that the constant increase in its business on the Pacific coast has led to a division of that territory. Stanley Crouch, who has been connected with the Kansas City branch under the direction of A. S. Barada, is taking



MESSRS. LEONHARDT, CROUCH, WATERMEYER, BARADA AND ARMSTRONG

over the Northern part of the coast territory and as far East as Denver in the Rocky Mountain section. His headquarters will be San Francisco. George A. Blakie, who has heretofore handled the entire Pacific coast, will cover the Southern section with headquarters in Los Angeles.

Arrangements for the change were made at a recent conference at the home office in New York, and the accompanying photograph shows Messrs. Crouch and Barada with F. E. Watermeyer, president, F. H. Leonhardt, first vice-president, and A. D. Armstrong, secretary, which was taken at that time.

### New Plant for Continental

Continental Can Co., Inc., has completed plans for the erection of a can-making plant and warehouse on a previously acquired site in Houston, Texas. Final plans provide for four service tracks from the Houston Belt & Terminal Railway. Excellent shipping facilities and central location in a wide consuming territory determined the placing of the plant in Houston, it was officially stated.

Construction of the first floor of the factory and adjoining service units will commence within the next few weeks and the plant will be enlarged further as required. It will manufacture all types of plain and decorated cans for fruits, vegetables, coffee, shortening, syrup, paint, varnish, oil and many other miscellaneous products packaged in tin containers in that section.

### Oxzyz Moves Canadian Branch

The Oxzyz Co., New York, has advised us that its Canadian office which has been located at 812-23 Mercer street, Windsor, Ont., has been moved to much larger and more convenient quarters at 103 Ottawa street, Walkerville, Ont. Rapid progress of the company's Canadian business has compelled this move to an address where better facilities for serving its clientele in the Dominion are available.

### Excellent Showing by Oil Products

Announcement of the National Oil Products Co., of Harrison, N. J., that it increased its net income 15 per cent during 1932, calls attention to the fact that this company has increased both its volume of business and its net earnings uninterruptedly during the past three years. Credit for this accomplishment is ascribed by C. P. Gulick, president of the company, to continuous scientific research which has made possible the diversification of the application of the company's products.

"We have had no pay-cuts or lay-offs during the past three years," said Mr. Gulick. "On the contrary, we have increased our forces by about 33 per cent during this period. Our sales volume has grown about this same percentage, and our dividends have risen from \$1 to \$4 annually.

"Scientific research in our own laboratories has been the key to this expansion. Much has been said in praise of commercial research, but many companies carrying on research drastically curtailed this work when the depression came on. We, however, have constantly extended our facilities.

"Starting originally with oil products for the tanning industry, we have through research developed special oils for the textile and other fields. Next we took advantage of some of the recent discoveries of nutritional science and developed a market for our vitamin-D-rich cod and cod-liver oils for poultry and general farm feeding purposes. More recently we were fortunate in securing a license under the Zucker-Columbia patents for extracting the vitamin D content of cod-liver oil in a highly concentrated form which is being used to fortify milk, bread, and other foods with this universally needed nutritional factor. We have also been able to develop improvements in certain cosmetics."



C. P. GULICK

### Carmen Factory Under Way

Work has been started on the new Boonton, N. J., plant of the Carmen Co., Inc. The new plant will be a three-story structure and will cost about \$65,000. Simultaneously new machinery will be installed in the plant of the Wecoline Products Co., which will work with the Carmen company supplying raw materials. In all about \$125,000 will be spent on the two projects which will be completed in about three months, according to the contractors.

### Sauve to Represent Magnus

Magnus, Mabree & Reynard, Inc., New York, has appointed J. H. Sauve sales representative for Eastern Canada. Mr. Sauve will cover the Maritime Provinces, Provinces of Quebec, Ontario, etc. He is well acquainted with the consuming trades in those localities and will make his headquarters in Montreal.

### Barbas Arrives for Visit Here

Raymond Barbas, general manager of Jean Patou, Paris, and vice-president of the company's New York branch, arrived March 8 on the *Champlain* en route to Chicago where he will confer with representatives of the French exposition committee on a proposed showing of French perfumes and cosmetics at the world's fair. He spent a few days at the New York offices of Patou before going to Chicago.

Mr. Barbas said all of Paris was surprised during the recent Spring fashion showings when American buyers bought far in excess of general expectations. Fashion designers and shops took this as an indication of American confidence in the future, he said. He will remain in the United States about three weeks, and will return again in the Fall.

J. Warren Kane, sales manager of the Patou American branch, left recently on an extended trip to the West Coast during which he will visit practically every large city in the country. He will return to the New York office in June.

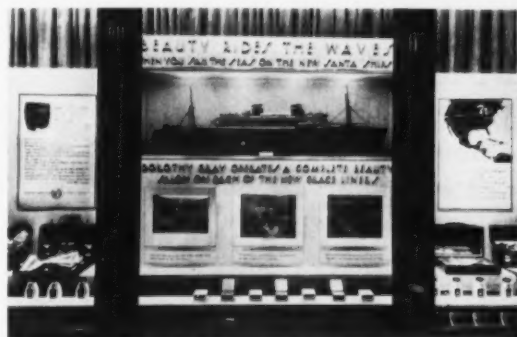
### Herzberg Returns to Hollywood

Louis Herzberg, president of the Bonnie Worth Laboratories, Hollywood, Calif., sailed on the *California* March 18 through the Panama Canal for Hollywood after a six weeks' stay in New York City.

He called on the trade and opened a sales office at 475 Fifth avenue in charge of George Engel and Jerome Van Wiseman.

### Dorothy Gray's Maritime Window

Beauty Rides the Waves is the theme of the interesting window display at the Dorothy Gray salon in New York shown in the accompanying photograph. Featured is a miniature of one of the "Santa" ships of the Grace Line, which has installed a Dorothy Gray beauty salon on each of its four new liners, the *Santa Rosa*, *Santa Paula*, *Santa Lucia* and *Santa Elena*. Photographs show views of the salon interior, while on the left is a map illustrating Dorothy Gray beauty



routes by land and sea. Linked up with the maritime theme are the company's travel kits, sunburn creams and lotions, displayed in the lower section of the window. Being weatherbeaten, windburned or sunburned need hold no qualms for the ocean traveler now!

### Yardley Under Contract Plan in California

Yardley & Co., Ltd., a California corporation recently established in San Francisco, is conducting its selling operations under the resale price control contract system provided by the California Fair Trade Act. In its contracts with the trade the company specifies that the full, advertised price of its products must be respected by distributors. This is a step further than has been taken by other firms operating under the act.

The company not only is entering contracts with wholesalers, but with the retail trade also.

### Penick Heads Chemical Club

S. B. Penick, head of S. B. Penick & Co., dealers in botanical drugs, and treasurer of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc., was elected president of the Drug and Chemical Club, New York, at a meeting on February 21. Other officers elected for the year were: C. C. Gardener, vice-president; A. A. Wasserscheid, New York manager of the Mallinckrodt Chemical Works, treasurer, and William Brinckerhoff, secretary. At a previous meeting seven members were elected to the board of governors for three year terms, those identified with the field served by this magazine being Elmer H. Bobst, Hoffman La Roche Chemical Co.; Joseph Huisking, Charles L. Huisking & Co., and Edward V. Killeen, George Lueders & Co.



S. B. PENICK

### Michelet Made Doctor of Science

R. P. Michelet, chemical engineer and scientific director of Etablissements Descollonges Frères, Lyon, France, recently received the degree of Doctor of Science from the University of Lyon. His theses were awarded highest honors by the academy under the presidency of dean V. Grignard. They treated on subjects of particular importance to the perfume raw material industry.

We are pleased indeed to congratulate Mr. Michelet on his well deserved honor. He has long been well known in the raw material industry for the work which he has done originating new products and developing familiar ones for his company.

### White Paper Box Co. Moves

The White Paper Box Co., representing E. N. Rowell Co., Inc., manufacturer of drug paper boxes, Batavia, N. Y., has moved its offices to 71 Franklin street, New York, where the fourth floor in the building at that address has been leased. All activities of the company, which specializes in the manufacture of small-size paper boxes used for special purposes, have been consolidated in the new quarters. The company formerly was located at 89 Leonard street, New York.

### Sagamor in Larger Quarters

In line with the policy of development to which the Sagamor Metal Goods Corp. has adhered since its inception six years ago, is the recent expansion of its plant at 318 East 32nd Street, New York. From a modest beginning, with small quarters at the same address, the company has so grown that in this short period it occupies three floors with a total space of 30,000 square feet.

With the additional floor recently leased, the company has been enabled to revise its entire factory and office layout so as to make for greater efficiency in the handling of its products from the sheet metal through the stamping, polishing, plating and other departments to the finished vanity boxes, lipstick holders, etc., ready for shipment.

On the tenth floor are general offices, a well appointed display room and a commodious reception room. There is also a large section devoted to the designing and modeling departments where new ideas in metal goods are created. Assembling, shipping and stock rooms are also on this floor.

Initial operations are carried out on the twelfth floor where the stamping, plating and polishing departments, together with the machine and tool shops, are located. The products are sent down to the eleventh floor where the enameling and finishing departments are installed. Much new and modern equipment have been added in these departments and, in fact, the entire plant has been brought thoroughly up to date. Metal paneling between the different departments eliminates much of the fire hazard, and large window area provides daylight throughout the working hours.

The company was organized in December, 1926, by Simon Morrison, president, and George Gussoff, secretary and treasurer. Mr. Morrison supervises the designing and manufacturing divisions and Mr. Gussoff is in charge of sales of the company's complete line of metal goods, including vanity company cases, loose powder sifter vanities and various stamped metal novelties.

From a very small staff and catering only to accounts in the metropolitan area, the personnel has grown to more than 200, and the company's business extends not only all over the United States but to foreign countries as well.

### Ethel Barrymore, Inc., Formed

Ethel Barrymore, Inc., has been organized in New York to manufacture a "Vibrant Masque" cream. Miss Barrymore, the well known actress, is a director of the company. Officers are Christian Hemmick, president; George Gorda, vice-president; and Charles A. Jolley, secretary-treasurer. Offices are located at 655 Fifth avenue.

### Vles Reports No Earthquake Damage

Erik Vles, treasurer of Polak's Frutal Works, Inc., New York City was in Los Angeles, Calif., at the time of the recent earthquake but has notified his office that no damage was done to the company's stocks in Los Angeles or to him. While on the coast he appointed R. R. Hazeltine Los Angeles representative and M. O. Grove San Francisco representative.





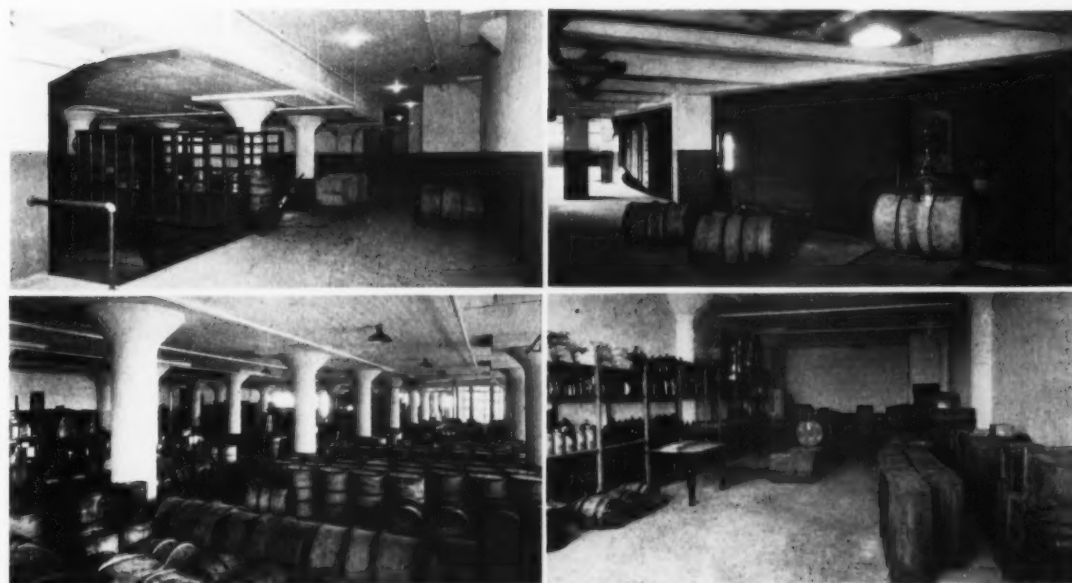
### Norda in New Quarters

Norda Essential Oil & Chemical Co., Inc., New York, has moved its plant to the fifteenth floor of the Starrett-Lehigh Building at 601 West 26th street, that city.

The principal reason for this move was to enable Norda to conduct business more efficiently and economically. The new location furnishes unequalled manufacturing and shipping facilities, lowering handling and other overheads in some instances as high as 80 per cent. This saving is effectuated by many labor

saving devices, such as fifteen-ton truck elevators. These huge elevators deliver merchandise direct to the floor, eliminating all unnecessary handling. Shipping costs are minimized inasmuch as there is a freight railroad terminal on the ground floor of the building.

The Starrett-Lehigh Building is of cantilever construction, and requires only a three-foot retaining wall. The space on the remaining three sides between floor and fourteen-foot high ceilings is steel and glass, providing ideal working conditions, and permitting perfect supervision of all manufacturing processes. A



separate storeroom with thermostatic control is provided for vanilla beans and other perishable material.

The Starrett-Lehigh Building, probably the most modern factory building in the world, is ideally equipped to enable Norda to give its customers the most up-to-date service. Branches of Norda are maintained in Chicago at 325 West Huron street, Toronto at 251 Queen street West, Los Angeles at 685 Antonia avenue, and St. Paul at Pine and East Third streets.

#### **Metalloys, Inc., Starts Operations**

Metalloys, Inc., has leased about 11,000 feet of factory space in Williamsport, Pa., to develop and commercialize its process for applying lead coating to base metals to prevent corrosion. A large number of potential uses for this process are in prospect, and it is expected that manufacturing operations will begin within a comparatively short time.

O. B. Case, general manager of the Pennsylvania Collapsible Tube Co., is treasurer of the new company.

#### **Affiliated Products Net Profit**

Affiliated Products, Inc., Chicago, and its subsidiaries have reported for 1932 a net profit, after interest, depreciation, Federal taxes and other charges, of \$639,227, equal to \$1.67 a share on 382,800 no-par capital shares. This compares with a net profit in 1931 of \$1,005,913, or \$2.63 a share.

#### **Jacob Hymes Carries On**

Jacob Hymes, president of Hymes Brothers Co., New York, dealers in essential oils and specialties, has advised us that in the future he will take complete charge of all the activities of the company. Mr. Hymes organized Hymes Brothers Co. with his brother, Henry, in 1900, and has controlled its policies and activities since that time. He has been especially active in the sales end of the business, traveling extensively in all parts of the country, and has built up a wide acquaintance among buyers of essential oils, specialties and flavoring products. He has been connected with the essential oil business for 43 years, and was at one time with Lehn & Fink and later with Magnus, Mabee & Reynard, Inc., leaving the latter house to found his own company.

The company is being reorganized, and Albert Dublon has been made secretary and treasurer. Henry Hymes, who has been secretary and treasurer of the company, has resigned, with his son Leonard J. Hymes, who has been in the sales department.

In an interview, Jacob Hymes said that through the change in the personnel of the organization, a greater effort will be made to study the desires of the trade and to serve with a better personal understanding of present day needs.



JACOB HYMES

#### **Rochester Laboratories' St. Paul Office**

Rochester Laboratories, Inc., of Rochester, Minn., manufacturer of pharmaceuticals and cosmetics, has opened a branch office in St. Paul. The new office will be under the direction of Alex Nulin.

#### **John F. Queeny Dies at 84**

John Francis Queeny, chairman of the board of the



THE LATE  
JOHN F. QUEENY

Monsanto Chemical Works, St. Louis, Mo., died in that city, March 19 at the age of 84. Entering the chemical industry as a boy of 14, Mr. Queeny served with several important houses in various capacities and a little more than 30 years ago established the Monsanto company. He continued in active management until five years ago when his son Edgar M. Queeny succeeded him. Surviving are his widow, son, Edgar M. of St. Louis and daughter, Mrs. Thomas Barrington of London, England.

#### **DuPont Cellophane Promotes Meservey**

Douglas W. Meservey, formerly in charge of sales promotion of the converter division of the Du Pont Cellophane Co., New York, has been made advertising manager of the company, according to recent announcement. M. C. Pollock, formerly retail merchandising contact man, has been appointed promotion manager. He succeeds B. C. Robbins, who has been transferred to the converter division.

#### **Odell Vacationing in Florida**

E. Odell, president of Burma Vita Co., Memphis, is spending the Winter in Florida and is expected to return to his office in the near future.

#### **Cohen Sonneborn Georgia Representative**

Harry Cohen has been appointed Georgia, Alabama and Florida representative for L. Sonneborn Sons, Inc., New York, white oil department, with headquarters in Atlanta, Georgia.

#### **Barlow Wins Allen Medal**

William H. Barlow, who will be remembered as the winner of the second prize of \$1500 in the perfume contest conducted by the AMERICAN PERFUMER & ESSENTIAL OIL REVIEW over a decade ago, was presented with the Charles M. Allen gold medal by the alumni association of Pratt Institute, Brooklyn. The presentation was made at the 26th annual banquet of the Alumni of Industrial Chemical Engineering in Brooklyn, March 4.

Since being graduated in 1914, Mr. Barlow has been active in alumni work and served as president of the association in 1925 and 1926. He is one of three men among 20,000 graduates of the Institute who have received the gold medal from the association for outstanding service to his alma mater.

### Walsh Heads Bush Chicago Office

W. J. Bush & Co. Inc., has advised us that Dr. Freeland J. Dunn, for many years manager of the Chicago office, is in temporary retirement on account of ill health. Frank C. Walsh has succeeded to the post.

Mr. Walsh was for sixteen years connected with Henry W. Peabody & Co. of New York, well known import and export house which was liquidated about a year ago. He acted for several years as manager of the oriental department.

### D. S. Chamberlain Dies

D. S. Chamberlain, president of Chamberlain Laboratories, Inc., and the Chamberlain-Gray Drug Co., Des Moines, Ia., died March 14 at his home in that city at the age of 84. Mr. Chamberlain organized Chamberlain Laboratories with his brother in 1881, after attending Cornell College in Mt. Vernon, Ia., and taking a course in veterinary medicine in Chicago.

He leaves a sister, Miss Izanna Chamberlain, his son, Dr. L. H. Chamberlain, and two grandchildren, D. S. Chamberlain, II, and Mrs. Horace Haight.

### Wolfe on Way to Recovery

We are pleased to report that J. E. Wolfe, treasurer of Neumann-Buslee & Wolfe, Inc., Chicago, who has been quite seriously ill, is on the way to recovery. Mr. Wolfe is now at his home and expects to be back at his office in a few weeks.

### Congratulating Mr. and Mrs. Foster

Mr. and Mrs. John M. Foster of Marion, Ind., have recently announced the birth of a son, John Joseph Foster, born February 24. Mr. Foster is treasurer of the Foster-Forbes Glass Co., Marion, Ind.

The Foster name has been identified with the bottle making industry in the United States since about 1838, when Joseph Foster started the Granite Glass Works at Stoddard, New Hampshire. It is the hope of his father that John Joseph will continue in his great-great grandfather's footsteps, and become the fifth generation of bottle making Fosters.

### Engagement of Robert E. Felton

We have received an announcement of the engagement of Robert E. Felton to Miss Julia Paillet, daughter of Mr. and Mrs. Louis Paillet of New Orleans. Mr. Felton, a nephew of Dr. Joseph Felton, is Southern representative of the Felton Chemical Co., Brooklyn, N. Y., maintaining headquarters in New Orleans.

### American Home Products Report

The American Home Products Corp., Detroit, in its financial report for 1932 shows a net profit after depreciation, taxes, foreign exchange losses and other charges of \$2,648,257, equal to \$4.26 a share on average number of capital shares outstanding. In 1931 the company's net profit amounted to \$3,374,910, or \$5.52 a share.

### Continental Can Advances Searle

F. Gladden Searle, assistant manager of sales in charge of packers' cans of the Continental Can Co., New York, has been appointed manager of sales of that division.

## Chicago Trade Notes

### Radio Programs of Princess Pat

An extensive radio program for 1933 has been inaugurated by Princess Pat, Ltd., Chicago, Ill. In addition to spot broadcasts by electrical transcription over 40 selected stations in its trade territory, an elaborate three-act play is presented once a week over two large Chicago stations, WBBM and WLS. Known as "Princess Pat Pageant," these dramas are the product of well-known radio writers and are played by actors and actresses appearing regularly on the big chains. Casts number anywhere from three to ten persons, the program running a half hour. The WBBM program is presented Monday night and that over WLS on Tuesday afternoon. In addition, five-minute electrical transcriptions are given six times a week over both WMAQ and WIBO, two other important Chicago stations.

### Jelly to Represent Seeley

Seeley & Co., Inc., New York, manufacturer of flavor materials, has appointed Walter H. Jelly & Co., Inc., Chicago, its representative in the Middle West. Complete stocks of Seeley products will be carried in Chicago, and Mr. Jelly has advised us that additional warehouse space has been secured to take care of the additional materials which must now be carried. John Beach, president of Seeley & Co., completed arrangements for the new agency on a recent visit of two weeks to Chicago. The Jelly company is excellently equipped to handle the Seeley line which is already well known in the Middle West and has gained large distribution in that section.

### Clough Succeeds Dr. Burdick

S. DeWitt Clough has been appointed president of Abbott Laboratories to succeed Dr. Alfred S. Burdick who died February 11. Mr. Clough was formerly vice-president. E. H. Ravenscroft was elected chairman of the board of directors.

### Radio Expenditures on Cosmetics

Among Chicago manufacturers of toilet goods whose 1932 radio time on chains totaled \$250,000 or more, according to a survey by the Advertising Record Co., were Affiliated Products, Inc., with a total of \$424,682; Campana Corp., with an expenditure of \$268,377; and Colgate-Palmolive-Peet Co., with \$476,436. The Pepsodent Co.'s expenditure reached \$1,735,380.

### Welters Moves to Chicago

E. A. Welters Tooth Powder Co., whose plant was formerly located in Jacksonville, Fla., has now moved to Chicago where manufacturing space has been taken at 2540-42 Cottage Grove avenue.

### Dedrick Now in New York

F. S. Dedrick, formerly connected with the Chicago plant of Procter & Gamble Co., is now located at the Port Ivory, Staten Island, plant where he is in charge of the perfume department.



E. L. DRACH



M. B. ZIMMER



A. G. SCHNEIDER

**T**HE Chicago Drug & Chemical Association held its regular monthly meeting at the Hamilton Club on February 23. A very interesting talk was given by Stuart Putnam Meech, noted lecturer on banking credit and business cycles. His discussion of "Technocracy" and its apparent fallacies in attacking price-money-debt characteristics of modern capitalism was well received.

The nominating committee selected the following slate for the annual meeting and election of officers which will be held March 30: For president, E. L. Drach; vice-president, M. B. Zimmer; treasurer, A. J. Rocca; secretary, A. G. Schneider.

This slate consists of some of the best known and most popular men in the association. Mr. Drach has been an officer for the last two years, and is familiar with all of the details of his new office. He is general purchasing agent for Abbott Laboratories, and is one of the popular members of the Chicago trade even with the salesmen who have to face him in business.

Mr. Zimmer scarcely requires introduction to readers of *THE AMERICAN PERFUMER*. He has been associated with the Chicago office of Fritzsche Brothers, Inc., for many years and numbers a host of friends in the industry. He is especially well known to the flavor trade, for he has been "Keeper of the Inner Gate" at the annual meetings of the F. E. M. A. for many years, and it is an alert reporter indeed who can crash the executive sessions with him on the job.

Mr. Schneider has been very active in association work in Chicago for years. His business association is with the Victor Chemical Works, but he is even better known for his skill and enthusiasm as a golfer, cups galore having fallen before his skillful mashie.

Mr. Rocca is well known in the Chicago trade as the general manager of the Gazzola Drug & Chemical Co. Unfortunately he has no picture for publication with the three shown above.

#### Perfumers Regular Meeting

The Chicago Perfumery Soap & Extract Association held its regular monthly meeting March 7 at the Hamilton Club. Despite the bank holidays which were causing some inconvenience at that time owing to a shortage of actual cash, the attendance was as large as usual, showing that the members eat regularly regardless of the moratorium. President Dudley F. Lum told

the members that negotiations were completed with the Associated Manufacturers of Toilet Articles to the end that their association may enter into closer cooperation with the national association. By this is meant that joint action on matters of mutual concern, such as promoting legislation that will be beneficial and preventing that which is likely to be injurious and to correct existing laws, will be taken.

#### New Equipment and Installations

*UNDER this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.*

**The Pfaudler Co., Rochester, N. Y.**—New glass lined laboratory autoclave for high pressure experimental reaction work. Maximum internal pressure 1,000 lbs. per square inch. Capacity one gallon.

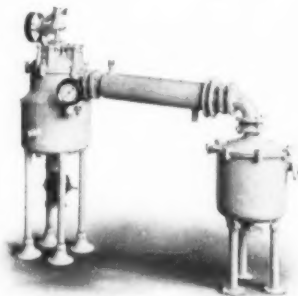
The company writes: "It is now possible for us to offer the chemical, pharmaceutical, cosmetic and allied industries a one-gallon, glass-lined autoclave built for

high pressure reaction work to be conducted under laboratory conditions. This is an entirely new development with us, built in response to a steady demand for such a unit over a period of years.

"The Pfaudler autoclave permits pressures up to

1,000 lb. gauge. It is provided with an inner cast iron liner, coated with acid-resisting glass enamel, which is replaceable and at small cost, prolonging the life of the autoclave many years. Great strength is provided by a two-inch thick cast steel outer liner.

"Already, as a result of tests completed by research laboratories in this unit, product yields have been greatly improved as compared with former practice."





## Circulars, Price Lists, Etc.

**George H. Nowland Co., Cincinnati, Ohio.**—*Circular on the new Nowland Direct Applicator.*—The company has produced a new container for mercuriochrome and iodine by which these products can be applied directly from the container without the use of a brush or dropper. The new device is being sold exclusively by the Nowland company, and handsome display stands have been developed for the retail stores.

\* \* \* \*

**F. J. Stokes Machine Co., Philadelphia, Pa.**—*Circulars on Stokes Tube and Jar Filling Equipment and Stokes Powder Filling Equipment.*—The first circular is a catalog of the company's hand-operated, semi-automatic and full automatic tube and jar filling equipment. It is in the form of a folder and a number of the machines are illustrated in half-tone. Brief descriptive matter is included.

The other describes and illustrates the company's powder filling equipment.

Copies of both circulars may be secured by applying to the company.

\* \* \* \*

**W. J. Bush & Co., Inc., New York.**—*Catalog for March-April, 1933.*—This is the company's regular price list. In addition to essential oils and the general lines of products, it contains special mention of Mysore sandalwood oil and Union Generale des Cooperatives Bulgares otto of rose, for which the company is American agent.

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**Ungerer & Co., Inc., New York.**—*Catalog of Vidal-Charvet Specialties.*—This attractive special catalog lists and describes the line of Vidal-Charvet specialties offered by Ungerer & Co. to the American trade. Included also are advertisements of Charabot & Co., Grasse; M. Naef & Cie., Geneva; Botu D. Pappazoglou, Kazanlik, and Staffor Allen & Sons, London, and hints for combining their products with the specialties to which the booklet is especially devoted.

\* \* \* \*

**General Plastics, Inc., North Tonawanda, N. Y.**—*Closure News.*—The "Marchuary" number of this interesting bulletin contains as usual news of the various new packages molded from "Durez" as well as suggestions for its use. The last page is entirely devoted to the work of Arthur S. Allen, colorist.

\* \* \* \*

**Giles Can Co., Chicago, Ill.**—*The Candle.*—The March issue of this house organ discusses the Chicago World Fair and what it will contain, and also contains some attractive photographs of the company's new packages.

\* \* \* \*

**Phoenix Metal Cap Co., Chicago, Ill.**—*The Flame.*—*March, 1933.*—This issue contains some interesting discussions on various types of packaging and is illustrated with new packages equipped with Phoenix caps.

\* \* \* \*

**Armstrong Cork & Insulation Co., Lancaster, Pa.**—*"Modern Closures" for February-March.*—The latest issue of this admirable little house magazine contains as usual much interesting and entertaining material, both of a general nature and in particular respect to

closures and company products. The leading article discusses the color of the closure in relation to the color of the package itself, and is unusually interesting and instructive.

\* \* \* \*

**George Lueders & Co., New York.**—*Wholesale Price List for March.*—This is the company's usual price list of essential oils, synthetics and specialties for the perfume, toilet preparation and flavoring extract industries. A section is devoted to the products of Camilli, Albert & Laloue, Grasse, France, for whom the company is representative.

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**Owens-Illinois Glass Co., Toledo, Ohio.**—*Circular on new "DuoOval" bottles.*—The company has recently designed a new bottle with two faces in different shapes permitting a different label treatment on each.



The intent is to permit users of the bottles to economize by the use of the same container for two different products at the same time giving each a distinctive label feature and individual appearance. The several sizes in this design are not offered as stock items, but will be manufactured by the company on special order of those whose volume will justify production.

\* \* \* \*

**Eddy-Rucker-Nickels Co., Cambridge, Mass.**—*"Profit-O-Meter."*—In connection with its campaign to combat price-cutting, this company, prominent as a merchandising consultant, has sent us its "Profit-O-Meter." This clever little device utilizes the formulas worked out by the company to which reference has been made in these pages, and shows how much sales must be increased to maintain dollar profit when prices are reduced.

\* \* \* \*

**Rossville Commercial Alcohol Corp., New York and Lawrenceburg.**—*Rossville Alcohol Talks No. 97, Alcohol and Mirrors.*—This booklet describes in interesting fashion the part played by alcohol in the manufacture of mirrors.

Whittaker, Clark & Daniels, Inc., New York, and Marine Chemicals Co.—*Magnesium Products*.—This circular describes magnesium carbonate and magnesium hydroxide produced by the latter company and sold through the former. The latter product is said to be "in true colloidal structure, which doubtless presages a new era in processing magnesia as against the crystalline product."

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The Pfaudler Co., Rochester, N. Y.—*"The Glass Lining"* for January-February, 1933.—This very interesting house organ contains as usual a wealth of instructive and entertaining material on the use of glass lined equipment in numerous industries. The leading article discussing the irradiation of milk is particularly timely.

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Fritzche Brothers, Inc., New York.—*Catalog, March, 1933*.—This is the company's regular wholesale price list for the month of March.

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Walker Laboratories, Inc., Orlando, Fla.—*"Fleur de lis, the Three Way Cosmetic"*.—An attractive little booklet discussing the use of the company's numerous cosmetic products.

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Neumann-Buslee & Wolfe, Inc., Chicago.—*Price List*.—The company sends its regular monthly price list of essential oils, aromatic chemicals and specialties.

## Book Reviews

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth Avenue, New York.)

### Another Beauty Book

THE TRUTH ABOUT BEAUTY. By J. Howard Crum, M.D. Published by Dodd, Mead & Co., New York. Price, \$3.00.

This book is written for the benefit of women. Since it is written by a physician and, therefore, entirely from the physician's point of view it will be read with mixed feelings by manufacturers of toilet preparations and cosmetics. Dr. Crum does not admit that such preparations have any great value in the eternal quest for beauty. He is very emphatic in criticizing the beauty parlor—"debunking it" as he says.

We quote: "To some persons, who are interested only in extracting dollars from a credulous public, the truth will not be pleasant. Any industry that is founded on untruths and false claims can never endure like one that is based on honest dealings and truthful representation." But withal, Dr. Crum's book is of decided interest to everyone connected in any way with the cosmetics industry, since it sets forth the physician's views so forcefully. The contents of the book are divided into thirty-nine chapters covering some 350 pages. We can not enumerate all of the chapters, but we will mention some of them: The Quest for Beauty; Facial Analysis; Exercise; How Diet Creates Beauty; Sunshine; Massage and Creams; How to Obtain a Lovely Complexion; Plastic Surgery; The

Shampoo; Hair Beauty Through Color Rinses and Dyes; Care of the Hands; Care of the Teeth; Color Harmony in Relation to Complexion, Hair and Costume; Hats, Necklaces and Jewelry as Beauty Accessories, etc. The book is well illustrated; photographs of famous screen stars are used to show how beauty can be acquired by scientific methods consisting essentially of combinations of surgery, diet, physical exercise and some few beauty aids.

The book is well gotten up by the publisher; the print is clear and easy to read. We recommend that everyone connected with the beauty industry read the "Truth About Beauty." There is a great deal of valuable information in it.

DR. C. P. WIMMER.

\* \* \* \*

### The Chemists' Handbook

HANDBOOK OF CHEMISTRY AND PHYSICS, 17th Edition. Edited by Charles D. Hodgman, M.S., and a staff of chemists and scientists. Chemical Rubber Pub. Co., Cleveland. Price \$6.00.

This very useful handbook has been materially enlarged since the 16th edition, and while new pages have not been added, those which it contained have been amplified greatly. One of the most useful parts of the book from the standpoint of the perfume chemist is that dealing with the physical constants of organic compounds. This table has been completely re-compiled. A tremendous number of recent products have been added, and the constants have in many instances been re-computed affording a more complete and accurate compilation than has ever been published before.

An important addition has been a table of physical and chemical constants of resins, oleo resins and gum resins. It is to be hoped that the next edition will contain a similar table for essential oils, many of which are not mentioned in the numerous tables in this edition.

The book is well printed and bound as usual, and should be in the library of every chemist.

### Business Records

#### Petitions Filed Against

Hub Drug Co., Inc., retail drug store, 1151 Broadway, Brooklyn, by E. R. Squibb & Sons, for \$395.53; Ormont Drug & Chemical Co., for \$255.59; William R. Warner & Co., Inc., for \$150.

Champion Soap Co., Inc., 2630 Park avenue, New York, by James M. Mixon, for \$1,140; Picard-Sohn, Inc., for \$306; George Finnegan, for \$681.

Conti & Co., cosmetics, 75 West street, New York, by Guerlain, Inc., for \$873; Armand Co., for \$704; F. W. Fitch Co., for \$656; Members of the firm are listed as Frank Conti and Frank G. Loughlin.

#### Assignment

George M. Warshaw (Warshaw & Warshaw and G. M. Warshaw & Co.), cosmetics, 122 Fifth avenue, New York, has assigned to Benjamin Golding, 38 Park Row, New York.

#### Bankruptcy Discharges

James M. Marnier and Maurice H. Sloman, doing business as Fayro Sales Co., bath salts, 354 Broadway, New York.

Marcel Raffy, doing business as Raffy Parfums, 6 West 28th street, New York.

# Canadian News and Notes

**I**N an address before the Association of Canadian Perfumers and Manufacturers of Toilet Articles at the Royal York hotel, Toronto, February 20, the Honorable Rev. H. J. Cody, M.A., D.D., LL.D., president of the University of Toronto, stressed the absence of self-conceit, a sense of sympathy, good humor and straightness as important assets in conducting business. The meeting was arranged under the auspices of the members of the association engaged in the manufacturing of essential oils. At the head table with the speaker and the president, J. R. Kennedy, were Gerald Johnson, Richard Hudnut; W. M. Campbell, Stuart Bros. Co.; E. C. Barton, Compagnie Parento; F. G. Breeze, W. J. Bush & Co., Ltd.; J. R. Ferrell, Morana, Ltd.; Sam Harris, Harris Lithographing Co.; M. Herridge, Fritzsche Brothers, Inc., and M. Powell.

Opening the meeting, Mr. Kennedy welcomed back W. C. A. Moffatt, editor of *Drug Merchandising*, and editorial representative of THE AMERICAN PERFUMER, who had been absent from two previous meetings through illness. He also expressed pleasure at seeing present for the first time Gerald Johnson of Hudnut. He extended the sympathy of the members to Harry S. Garlick and Ted Reed who have recently been bereaved in the death of their mothers.

The duties of song leader were capably handled by Gene Barton, while the Dodson Trio, cornetists, were marshalled by Alex Burns. One of the trio, a young lady, asked the president if he would buy their dinner if they gave an encore and Mr. Kennedy, being a little "Scotch," referred the proposition to the gathering. It was enthusiastically taken up and a second delightful number was heard. The artists were thanked by Mr. Powell and prizes were given out by Messrs. Burns and Jack Deegan for the association's first bowling tournament. The lucky bowlers who received prizes were Fred McBrien, Parfumerie Melba; B. T. Huston, *Drug Merchandising*; Alex Adams and Jack Patterson.

Herbert Hargreaves, well known radio singer, rendered two well appreciated solos through the courtesy of the William Neilson Co., and the chair was then taken over by Robert Ferrell, representing the essential oil manufacturers. M. Herridge and Sam Harris spoke briefly, and then the speaker of the day was introduced.

"It does seem to me," said Dr. Cody in the course of his interesting talk, "that perfumery which is almost a science of sweet smells gives that beautiful extra which makes life worth living. And it is the extra in life that counts most. Necessity makes us do so much work, but it is when we do more than we have to that counts. I would say, then, that perfume is that 'extra'."

He advised his hearers to sit where their competi-

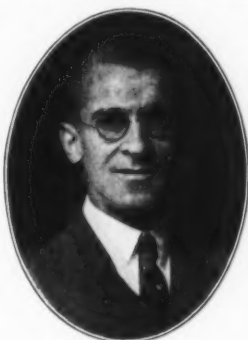
tors sit, and do unto others as they would wish to have done to them. He suggested it would be a good thing if the man in business occasionally put himself in the place of his creditor or his banker.

Another valuable asset is a good sense of humor, he said, stating, "Don't take yourself too seriously, but take your work with tremendous seriousness."

Concluding his interesting talk, he said, "All the resources of Canada were here before the depression, and they will be here afterwards. I believe that in times like these even the government is in danger of falling into a panic. Until the spirit of our people is broken, however, we are a long way from being bankrupt. Be of stout courage therefore; we ought to see a little more clearly even in the dark."

Walter Campbell moved a vote of thanks to the speaker. Mr. Kennedy announced that the next meeting on March 13 would be under the direction of the label manufacturing members. The guest speaker would be George M. Bertram, advertising manager of Lever Bros., speaking on packaging.

Those who attended the meeting were: Alex Burns, Industrial Alcohol; W. M. Campbell, Stuart Brothers Co.; Jack Deegan, Anchor Cap & Closure Corp.; F. Wilson, Anchor Cap & Closure Corp.; W. L. Linton, Northrop & Lyman, Ltd.; J. M. Catto, Soaps-Perfumes, Ltd.; A. Herridge, Fritzsche Brothers, Inc.; E. P. Layton, Consumers Glass Co.; H. Donnelley, American Can Co.; H. J. McDermott, W. J. Bush & Co. (Canada) Ltd.; R. W. Dixon, Dominion Glass Co.; Esther Shapiro, Helena Rubinstein, Ltd.; Julius Hershman, Helena Rubinstein, Ltd.; J. W. Patterson, Dominion Glass Co.; M. A. Steele, Dominion Glass Co.; D. Slayr, Lever Bros., Ltd.; K. Specht, American Can Co.; A. S. Axler, Orient Perfumes, Ltd.; H. D. Winthrob, Hollywood Laboratories, Ltd.; N. F. Dahl, Elizabeth Arden; A. F. Kohn (guest), Elizabeth Arden; B. D. Ross (guest), United Drug Co.; F. A. Fielder, Fielder Paper Box Co.; W. T. Shutt (guest), Paper Sales, Ltd.; R. W. McLarty, R. W. McLarty, Ltd.; C. M. Loughheed, Colgate-Palmolive-Peet Co.; A. W. Powell, Norda, Ltd.; Robert Dunlop, Dominion Paper Box Co.; R. H. Rankin, *Modern Hairdressing*; C. M. Brodie, A. E. Long & Co.; Fred Hodder, A. E. Long & Co.; L. B. Ward, Dominion Paper Box Co.; Fred C. Maywood, Anchor Cap & Closure Corp.; J. W. Woolley, Morana, Ltd.; F. D. Allen, Dominion Paper Box Co.; Jack Hill (guest), Parfumerie Melba; F. R. McBrien, Parfumerie Melba; W. C. A. Moffatt, *Drug Merchandising* and THE AMERICAN PERFUMER; Mr. Dowling (guest), Richard Hudnut, Ltd.; B. Allen, Bernard Allen, Ltd.; George Hare (guest), Stanley Mfg. Co., Ltd.; J. W. Patterson, Stanley Mfg. Co., Ltd.; Charles W. Stephens, Dominion Paper Box Co.; S. H. Beardmore, Renaud et Cie of Canada; E. C. Barton, Compagnie Parento; J. C. Kyle, Armstrong Cork and Insulation Co.; Gerald A. Johnson, Richard Hudnut, Ltd.; F. C. Breeze, W. J. Bush & Co., (Canada), Ltd.; J. Robert Ferrell, Morana, Ltd.; J. R. Kennedy, United Drug Co.; Sam Harris, M. Herridge, and M. Powell.



JOHN R. KENNEDY

### Thine in Canadian Factory

"Thine Hand Cream" is now being made in Canada, according to an announcement by Wellman Sales, Ltd., Toronto, distributors in Canada for Thine Products Inc. The product is to receive considerable publicity through advertising in prominent Canadian publications.

### Plunkett to Manufacture in Canada

Negotiations are being completed with the Plunkett Chemical Co., Chicago, whereby its products will be manufactured in Hamilton for the Canadian trade, according to an announcement by the Industrial and Publicity Committees. The company has taken out a Dominion charter under the name of the Plunkett Chemical Co. (Canada), Ltd., and space has been leased at 428 Cannon street. Norman Caldwell, who has represented the company in Canada for a long time, will be manager for the Dominion.

### Palmolive Tax Case Decree

The Federal Treasury recovered approximately \$160,000 in sales tax and penalties which were charged on soaps and toilet articles sold by Palmolive interests of Toronto in a judgment handed down by the Supreme Court of Canada.

The trade attaches great legal importance to this decision in that it definitely settles the principle that sales tax must be charged on the price at which the company's goods are sold to the trade and not on the price which may be charged by a subsidiary to its parent concern for the products which both handle.

The decision which was written by Justice L. A. D. Cannon and supported unanimously by four other Judges who sat on the Appeal finds that the federally-incorporated Palmolive company must pay sales tax totalling \$108,153 with interest at 5 per cent from the monthly dates on which these taxes fell due until March 31, 1927, plus penalties of 1 per cent from that date until payment is made.

The Court reversed the decision of the Exchequer Court which held that the Ontario-incorporated Palmolive company must pay the tax. As the latter, like the federally-incorporated company, is owned by the Colgate-Palmolive-Peet Co. of Delaware, the same interests will have to pay the tax in any event.

Justice Cannon found that the Ontario company formed as a manufacturing concern in January, 1924, sold its products only to the Federal organization and was in that case not a free agent. Its prices, cost and personnel were under the direction of the parent company at Delaware. "It is clear," he wrote, "that Palmolive soap is made and sold to the public by a combination of these two incorporated departments of a foreign company doing business here to reach Canadian consumers. Although the two companies are separate legal entities, yet in fact and for all practical purposes, they are merged, the Ontario company being but a part of the Dominion company, acting merely as its agent and subject in all things to its direction and control."

This decision is regarded with great importance in the industry as determining the policies which companies will adopt in arranging for the payment of their sales tax.

### Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

#### PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Ave., New York.

#### TRADE MARK REGISTRATIONS

"Golden Glory." "Pears' Original Transparent Soap." Toilet preparations and soap, respectively. A. & F. Pears, Ltd., The Soap Works, London road, Isleworth, Middlesex, England.

"Dr. Lyon's Tooth Powder." Preparation for the teeth. R. L. Watkins Co., Cleveland, Ohio.

"Sodo-Perborine." Dental preparations. Dr. Lyon P. Stream, Montreal, Que.

"Rapid Shave." Shaving powder and shaving cream. Colgate-Palmolive-Peet Co., Ltd., Toronto, Ont.

"Wimpassing." Toilet preparations. Vereinigte Gummiwaren-Fabriken Wimpassing Vormals Menier-J. N. Reithoffer, Wimpassing, Austria.

#### PATENTS

329,916. Washing, cleaning, bleaching and softening preparation. Anna Schreiber, Wien, Austria, and Fanny Martens, Mexico City, Mexico, co-inventors.

330,094. Sulphate soap processing. Evald Pyhälä, Oulunkylä, Finland.

NOTE: An unavoidable delay in publishing the *Canadian Patent Office Record* prevents a complete report of Canadian patents and trade marks this month. The registrations not appearing in this report will be published as soon as the *Record* resumes publication.—Ed.

### Bowlers Have Busy Evening

A busy evening at bowling was spent by the Association of Canadian Perfumers and Manufacturers of Toilet Articles at the Olympia Alleys recently. Thirty members rolled up their sleeves and started in for a battle royal. The proceedings were in charge of president J. R. Kennedy, Alex Burns and Jack Deegan, although the latter was unavoidably absent and was represented by Fin. Wilson.

The bowling night turned out to be such a success that it was decided to extend it into a season's contest and continue the battle on the first Friday of each month.

J. R. Kennedy, United Drug Co., started off very auspiciously with a score of well over 200, but slipped in the following games. Fred McBrien, Parfumerie Melba, was one of the high men of the game, and scored more than 700 for the three games. Jack Hill, Parfumerie Melba, rolled well, and showed considerable improvement towards the end of the evening.

Among the high scorers of the night were Fred McBrien, 701; L. Joyner, 678; R. W. Dixon, 615; and S. Beardmore, 601.



# Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication. Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, de-

signs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Avenue  
New York City

## Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

320,609.—Societe Worth, Paris, France. (June 30, 1931.)—Perfume.

322,178.—Raymond Lee, St. Paul, Minn. (Oct. 1, 1931.)—Permanent wave solution and oil.

## Trade Marks

ALL-WATER  
BRAND  
M 301,449

KERATONIC  
kucis  
324,955

Uniracion  
331,358

Crimpack.  
331,906

helen gill  
332,614

AMBRÓSIA  
332,814

VEL-ODO  
333,044

APOGEE  
333,304

L'heure du Thé  
(Teatime)  
333,561

PRO-KER  
333,782

Pertonic  
333,874

NATURAL  
TONE  
M 301,452

327,060

Faybee  
331,569

BUBLO  
332,232

CALITE  
332,681

ACCELRAYTONE  
332,842

LUSTERS  
333,246

333,574

Oversap  
333,799

320,409

Amour  
329,528

WAND  
331,770

LEADWAY  
332,260

332,688

L'amour  
toujours  
332,905

333,185

JAVOLLAL  
333,329

333,648

PHOSFOAM  
333,758

RAYMONDS  
322,178

329,725

POINSETTIA  
331,773

332,329

HYGORA  
332,862

Elizbeth  
333,159

333,335

333,911

Rovale  
322,794

REDLEAF  
329,911

331,897

332,320

Protex  
332,693

Beauty Maid  
333,142

333,208

Jissu-Charme  
333,449

333,699

EZYNET  
323,574

330,259

chryson  
332,141

HOLLY  
DRE  
332,365

VELTORE  
332,759

Countess Martine  
333,167

LOTIRIS  
333,205

333,462

333,728

TO-DAY'S  
325,939

330,953

332,122

332,522

332,757

Apres-mid  
(Afternoon)  
333,560

Beauty  
bubbles  
333,768

LADY  
FINGER  
334,148

## Patents



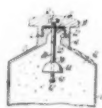
D 89,350



D 89,352



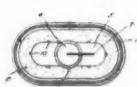
D 89,425



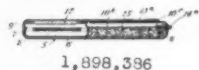
1,897,043



1,897,276



1,900,609



1,898,396



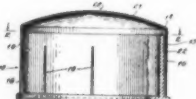
1,897,522



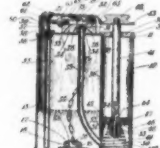
1,899,386



1,900,089



1,898,654



1,900,087



1,899,748

322,794.—L. Heumann & Co., Inc., New York. (Sept. 7, 1931.)—Toilet preparations.  
 323,574.—Eugene Ltd., New York. (Aug. 1, 1931.)—Hair-waving solution.  
 325,938.—A. Breslauer, Inc., New York. (Mar. 23, 1932.)—Cosmetics.  
 326,855.—Halliwell-Shelton Electric Corp., New York. (Feb. 18, 1931.)—Hair preparations.  
 327,060.—Kresge Department Store Corp., Newark, N. J. (Oct. 15, 1931.)—Soap.  
 329,528.—Loyola J. Fay, Spokane, Wash. (June 1, 1932.)—Cosmetics.  
 329,725.—Baltz & Koerper, Philadelphia, Pa. (June 12, 1932.)—Soaps.  
 329,911.—John Wanamaker Philadelphia, Philadelphia, Pa. (1927.)—Powder and vanity cases.  
 330,259.—Independent Druggists' Alliance Distributing Co., Chicago, Ill. (Sept. 1, 1930.)—Cosmetics.  
 330,958.—Maxine Products Co., Inc., Detroit, Mich. (Dec., 1927.)—Perfume.  
 331,338.—National Oil Products Co., Harrison, N. J. (Oct. 1, 1918.)—Toilet preparations.  
 331,569.—Standard Flavors, Inc., Kansas City, Mo. (Sept. 14, 1932.)—Flavoring extracts.  
 331,770.—Braun's Almbra Preparations, Inc., New York and Wilmington, Del. (Sept. 30, 1932.)—Toilet preparations.  
 331,773.—City Stores Mercantile Co., doing business as Maison Blanche, New York. (Jan., 1930.)—Cleansing cream.  
 331,887.—Sarah Perle Cleaver, St. Paul, Minn. (Apr. 27, 1932.)—Toilet preparations.  
 331,906.—Potter & Moore, Ltd., New York. (Oct. 27, 1932.)—Cosmetics.  
 332,122.—Janie Lincoln Labs., Tiffin, O. (Feb. 5, 1932.)—Cosmetics.  
 332,141.—Chryson's Ltd., Los Angeles and Hollywood, Calif. (Oct. 1, 1932.)—Cosmetics.  
 332,232.—John D. Lee, Denver, Colo. (July, 1928.)—Washing powders.  
 332,260.—Leadway Stores Corp., Wilmington, Del. (Nov. 10, 1932.)—Flavoring extracts.  
 332,320.—Karl Moedl, Salt Lake City, Utah. (Jan. 2, 1922.)—Lotions.  
 332,329.—Blanche A. Baker, Wichita, Kans. (Sept. 15, 1932.)—Cosmetics.  
 332,365.—Edna Fay Bisbee, doing business as Holly Lure Labs., Los Angeles, Calif. (Dec., 1931.)—Toilet preparations.  
 332,522.—Ethel Danziger, Los Angeles, Calif. (Apr. 25, 1930.)—Toilet preparations.  
 332,664.—Spooner, Inc., New York. (Feb. 2, 1932.)—Toilet preparations.  
 332,681.—A. J. Bryant, doing business as Calite Mfg. Co., Los Angeles, Calif. (Oct. 27, 1931.)—Soap.  
 332,688.—Colgate-Palmolive-Peet Co., Chicago, Ill. (June, 1932.)—Dental cream.  
 332,693.—Iowa Scape Co., Burlington, Ia. (Nov. 8, 1932.)—Toilet Soap.

332,739.—James Trimm, doing business as Veltore Products Co., Brooklyn, N. Y. (Nov., 1932.)—Hair pomade.  
 332,757.—Chryson's Ltd., Los Angeles and Hollywood, Calif. (Oct. 1, 1932.)—Cosmetics.  
 332,814.—Hinz Ambrosia, Inc., New York. (Mar. 14, 1931.)—Face and skin creams.  
 332,842.—Catherine C. Kenton, Inc., Waterbury, Conn. (Nov. 10, 1932.)—Toilet preparations.  
 332,862.—Hygora Laboratories, Cleveland, O. (Nov. 15, 1932.)—Mouth wash and tissue stimulant.  
 332,905.—Ybry, Inc., New York. (Nov. 26, 1932.)—Perfume.  
 333,044.—Velogen, Inc., New York. (Nov. 29, 1932.)—Cosmetics.  
 333,105.—Pilgrim Co., St. Louis, Mo. (June 15, 1932.)—Liquid skin cleanser.  
 333,139.—Elizabeth Arden, Inc., New York. (Jan., 1905.)—Toilet preparations.  
 333,142.—Harry G. Blanchard, doing business as Beauty Maid Products Co., Buffalo, N. Y. (Dec. 12, 1932.)—Cosmetics.  
 333,167.—Paris Laboratories, Inc., New York. (Aug., 1931.)—Toilet preparations.  
 333,205.—Sitroux Importing Co., Inc., Brooklyn, N. Y. (Aug. 1, 1932.)—Deodorants.  
 333,208.—Stier Drug Co., and Mary Madison, New York. (Oct., 1932.)—Toilet preparations.  
 333,246.—La Fontaine, Ltd., Glendale, Calif. (Dec. 26, 1929.)—Shampoos.  
 333,304.—Veolay, Inc., New York. (Sept. 15, 1932.)—Perfumes.  
 333,329.—Fritzsche Brothers, Inc., New York. (Nov. 16, 1932.)—Combination of natural and synthetic aromatic substances which develops the general aroma of citronella oil.  
 333,335.—Quigg's Diabetic Remedy Co., Detroit, Mich. (Nov. 29, 1932.)—Mouth wash.  
 333,449.—Maynard, Inc., Chicago, Ill. (Dec. 1, 1932.)—Creams.  
 333,462.—Forhan Co., Inc., New York. (Sept. 1, 1915, and 1916.)—Antiseptic solution, dentifrice and pyorrhea preparation.  
 333,560.—333,561.—Frank C. Reilly, New York. (Jan. 5, 1931.)—Toilet preparations.  
 333,574.—Blesk Corp., New York. (Aug. 4, 1932.)—Abrasive soap and abrasive soap powder.  
 333,604.—George R. Pond, New York. (Dec. 10, 1932.)—Shaving cream.  
 333,699.—Baer's Pharmacy, Philadelphia, Pa. (Nov. 4, 1913.)—Toilet preparations.  
 333,728.—Ditbro Research Labs., Inc., New York. (Dec. 15, 1932.)—Cream hand soap.  
 333,758.—Colgate-Palmolive-Peet Co., Chicago, Ill. (1924.)—Powdered soap.  
 333,768.—Kirkman & Son, Inc., Brooklyn, N. Y. (Oct. 4, 1932.)—Toilet soap.  
 333,782.—Pro-Ker Laboratories, Inc., New York. (Nov. 16, 1932.)—Hair and scalp preparations.  
 333,789.—H. Th. Bohme, Aktiengesellschaft, Chem-

nitz, Germany (Aug. 9, 1932.)—Soap for treating fabrics and leather during course of their manufacture.

333,874.—William A. Persoll, Irvington, N. J. (Dec. 19, 1932.)—Eye lotions.

333,911.—Doral Food Products, Inc., New York. (Jan. 11, 1927.)—Food flavoring compounds.

334,145.—Defiance Soap Co., Los Angeles, Calif. (June 6, 1932.)—Soap flakes.

#### Trade Mark Registrations Granted

(Act of March 19, 1920)

*These registrations are not subject to opposition:*  
M301,449.—Kresge Department Store Corp., Newark, N. J. (Serial No. 324,227. Dec. 26, 1931.)—Soap.

M301,452.—Wilbur J. Menke, Jr., doing business as Natural Tone Co., Paris, Ill. (Serial No. 322,742. Aug. 1, 1931.)—Hair color restorer.

#### Patents Granted

*Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.*

1,897,043. Collapsible Tube Closure. Ralph N. Ellis, Des Moines, Ia.

1,897,276. Self-Sealing Paste Tube. Walter Petersen, Santa Maria, Calif.

1,897,522. Vanity Case or Compact. Thomas J. Lewis, New York.

1,898,386. Vanity Case, Cigarette Case, and Analogous Articles. Nathan Ottinger, New York, and Roger Lhomme, Paris, France; said Lhomme assignor to said Ottinger.

1,898,654. Box. Milton K. Breslauer, New York.  
1,899,386. Dispensing Powder Puff. Florio G. Flosi, Chicago, Ill.

1,899,707. Depilatory and Method of Compounding the same. Ralph H. McKee, New York, N. Y., and Earle H. Morse, Nutley, N. J., assignors to Alexander Herz, New Rochelle, N. Y.

1,899,748. Receptacle for Lip Sticks. Edward S. Cornell, Jr., Watertown, Conn.

1,900,087. Atomizer. Louis V. Aronson, Newark, N. J., assignor to Art Metal Works, Inc., a Corporation of New Jersey.

1,900,089. Vanity Case. Harold Batchelor, Jersey City, N. J.

1,900,609. Toilet Article. Martin V. McDonough, Brooklyn, N. Y.

#### Designs Patented

89,350. Cake of Soap. Albert Mosheim, New York, N. Y., assignor to House of Tre-Jur, New York.

89,352. Soap Cake. Wrisley B. Oleson, Glen Ellyn, Ill., assignor to Allen B. Wrisley Co., Chicago, Ill.

89,425. Powder Box. Clyde H. Horner, Palmyra, N. J.

#### Herbal Beauty Shops in London

A revival from medieval times is indicated by the sudden crop of daintily equipped and attractive looking herbalists' shops which have lately opened in the West-end of London. One is just off Bond street, mecca of exclusive perfumers, while there are three others in almost equally smart localities.

These establishments offer a wide variety of wares—elder flower water, dandelion tea, and many other beauty lotions. Moreover, their popularity justifies their sale in several of the city's biggest department stores. The stillroom, as such, barely survives in today's great country mansions, and is not likely to be revived while fine shops are devoted to the sale of the creams and waters that mistresses of long ago made for their households.

#### A. M. T. A. Acts On Advertising

THE Executive Board of the Associated Manufacturers of Toilet Articles at a recent meeting adopted a resolution addressed to the trade press as well as all publications and radio stations carrying consumer advertising, that the Association will expect such publications in the future to submit before publication to the manager of the Association proofs of advertising or reading notices which bear statements open to any suspicion of being untruthful or unwarranted. This is in line with the recent work of the Committee on Trade Practices which has been considering many unsound methods of merchandising and advertising which have grown up in the toilet preparations industry. The resolution in full is as follows:

"It is moved that the Executive Committee of the Associated Manufacturers of Toilet Articles authorize the Trade Practices Committee to put the trade publications in our field on notice that they will expect such publications in the future to submit before publication to the Manager of the Associated Manufacturers of Toilet Articles advertising proofs and/or reading notices which bear statements open to any suspicion of being untruthful or unwarranted, especially as to claims for new products or claims of articles or preparations which may be injurious to public health.

"It is further moved that the Executive Committee authorize the Trade Practices Committee to have analyses made of preparations under investigation whenever necessary. Also that the trade publications be advised they can submit to the Committee of Trade Practices for such analysis any specimens of products presented for advertising which shall be open to any question as to the truthfulness of the claims set forth in such advertising, and the Trade Practices Committee is further authorized by the Executive Committee to purchase in the open market any specimens which they desire, or which in their judgment they feel should be analyzed.

"Further that the Executive Committee authorize the Trade Practices Committee to put the trade publications of our industry on notice that it will expect full cooperation from the publishers of such papers in submitting proofs of any doubtful advertising claims for the approval of the Committee before publication, if such publications in turn are to receive the continued patronage of the individual members of the Associated Manufacturers of Toilet Articles.

"It is further moved that the steps outlined above be extended to include all publications carrying consumer advertising and radio stations which broadcast continuities of products for toilet use. In addition, that the retail distributors of toilet articles be invited to take advantage of the machinery thus set up to enable them to discriminate between products which have a legitimate place in the toilet goods field and products which are detrimental to the industry."

#### Needs It Badly

Monroe B. Lukather

I appreciate your calling the expiration of our present subscription to our attention, as frankly we wouldn't be without it.

## New York Market Report

THE essential oil market displayed more than usual activity during the month under review and the result, while to some extent temporary, is still in evidence in advanced prices on a large number of items. Beginning with the proclamation of the bank holiday and the Treasury statement regarding new currency, buyers, both for consumption and for speculative account, immediately became active in the market. Apparently, the belief was that some degree of inflation would raise prices sharply. In addition, the opportunity for purchases under a more or less deferred payment arrangement seemed too good to be passed up.

The result was that there was a decided flurry of purchase orders in the market covering a reasonably wide range of oils, most of them on the list of imported products. These items, few of which have been in more than scanty supply, stiffened at once, due in part to smallness of stocks and also to an even greater extent to a firm belief on the part of sellers that oils were good property which might be expected to enhance in value. Reluctance to sell more than normal needs to regular customers or anything at all to speculative purchasers resulted in higher levels and an appearance of great stringency in stocks, both only partially justified by the facts.

The lifting of the bank holiday promptly slackened business quite sharply although the volume continued better than it has been recently. It did not, however, result in a return of prices to old levels. Sellers are apparently of the opinion that oils have been too low, and since the market was driven by a more or less unnatural demand into higher ground, the tendency of holders is to maintain the new levels even though business does not continue at the active levels of the last two weeks. Some slipping back of prices may be expected, but it is generally believed that the bottom of the decline in essential oils as a whole was reached just prior to the opening of March and most interests look for higher levels during the next few weeks.

In specific oils, there has been marked strength in clove which advanced sharply. Italian lemon is higher and orange has also firmed up a little. Ceylon citronella and Bourbon geranium are both stronger and higher. Little change is noted in domestic oils with the exception of wormseed which has advanced on lack of supplies and an improved seasonal request.

### Synthetics and Derivatives

This section of the market showed improved activity in keeping with the condition in essential oils and other commodities during the banking holiday. There has been little change in the general asking prices of manufacturers and importers, but the situation as a whole is materially stronger owing to the fact that odd lots of the bulk items, which have been a disturbing factor hanging over the entire market, were either withdrawn during the flurry of buying or promptly taken up by consumers or somewhat stronger holders. The entire effect of the flurry has been salutary, and the situation in synthetics is firmer while many of the derivatives are decidedly stronger than was the case at the time of our review of last month.

Thus far consumers among the manufacturers of

toilet preparations have not displayed any great anxiety to purchase beyond current needs. There has, however, been a marked movement toward larger purchases on the part of the soap trade and especially on the part of the insecticide and tobacco industries. The former has been an especially good customer for odors suitable for fly sprays while tobacco compounds have gone well in recent weeks.

Specific items have shown practically no real change during the period under review, and the current price list records virtually the same levels as those of last month. The entire situation, however, is firmer and some interests anticipate higher levels covering a limited range of products during the next few weeks.

### Census of Coal Tar Chemicals

The United States Tariff Commission has issued a partial summary of production of dyes and other coal tar chemicals in the United States in 1931. According to this report, perfume and flavor materials show practically no change from production of the previous year. The only item separately reported upon is: vanillin of which production was 307,000 pounds; sales 308,000 pounds valued at \$1,410,000. The total for the group of perfume and flavor materials was: production, 3,034,000 pounds and sales 3,037,000 pounds valued at \$4,109,000. The report is only a partial one, but totals are substantially correct since returns from houses not fully reporting to the commission have been carefully estimated.

### Lemon Oil Hearings to Come

Hearings on a proposed new standard for lemon oil will be held before the Food Standards Committee of the U. S. Department of Agriculture April 5 in Room 2050, South Building, of the Department of Agriculture in Washington. The hearings will be under the direction of W. S. Frisbie, chairman of the committee.

The proposal is to change the present definition for lemon oil by reducing the minimum citral content from 4 per cent to 2.5 per cent. Food officials, manufacturers, importers and others are invited to attend, or if they are unable to be present, may present their views in writing to the chairman of the committee.

### Duty on Spermaceti Decreased

The President has approved a report from the U. S. Tariff Commission recommending a decrease in the rate of duty on spermaceti wax from 6c to 3½ per lb.

Duty on crude sperm oil has been reduced from 10c to 5c per gallon. No change has been made in the rate of 14c per gallon on refined sperm oil. The principal use of spermaceti wax is in the production of face creams.

### Directory for Manufacturers

(*Mme. A. Ruppert*)

We do not know what we would do without THE AMERICAN PERFUMER as your advertisers form a most complete directory for all manufacturers of cosmetics.

We have made numerous purchases from your advertisers and have had complete satisfaction in every instance.



# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)  
(See last page of Soap Section for Prices of Soap Materials)

## ESSENTIAL OILS

Almond Bitter, per lb.	\$2.20@	\$2.40
S. P. A. ....	2.50@	2.75
Sweet True .....	.42@	.44
Apricot Kernel ....	.27@	.35
Amber, crude .....	.24@	.30
rectified .....	.50@	.60
Ambrette, oz. ....	46.00@	
Amyris balsamifera..	2.20@	2.80
Angelica .....	22.00@	35.00
Anise, U. S. P. ....	.36@	.40
Araucaria .....	1.75@	1.85
Aspic (spike) Spanish	.55@	.65
French .....	.70@	.90
Balsam Peru .....	6.00@	
Balsam, Tolu, per oz.	4.25@	
Basil .....	40.00@	
Bay .....	1.65@	2.00
Bergamot .....	1.40@	2.00
Birch, sweet N. C. ...	1.50@	1.75
Penn. and Conn. ...	2.15@	3.00
Birchar, crude .....	.15@	
Birchar, rectified ...	.50@	.55
Bois de Rose .....	1.10@	2.15
Cade, U. S. P. ....	.28@	.32
Cajeput .....	.55@	1.00
Calamus .....	3.00@	
Camphor "white" ...	13½@	.20
Cananga, Java native	1.85@	2.00
rectified .....	2.25@	
Caraway .....	1.65@	1.75
Cardamom, Ceylon ...	14.00@	25.00
Cascarilla .....	60.00@	
Cassia, 80@85 per cent	.80@	
rectified, U. S. P. ...	1.00@	1.20
Cedar leaf .....	.61@	.65
Cedar wood .....	.28@	.30
Cedrat .....	4.15@	
Celery .....	8.00@	8.50
Chamomile .....	2.50@	7.00
Cherry laurel .....	12.00@	
Cinnamon, Ceylon ...	8.00@	13.50
Cinnamon, Leaf .....	2.25@	
Citronella, Ceylon ...	.41@	.47
Java .....	.53@	.60
Cloves Zanzibar .....	.84@	.90
Cognac .....	22.00@	28.00
Copaiba .....	.50@	.60
Coriander .....	3.80@	4.25
Croton .....	2.35@	2.50
Cubebs .....	2.70@	3.00
Cumin .....	7.25@	7.75
Curacao peels .....	5.25@	
Curcuma .....	3.00@	
Cypress .....	4.35@	4.75
Dillseed .....	3.15@	3.40
Elemi .....	1.45@	
Erigeron .....	1.30@	1.60
Estragon .....	38.00@	
Eucalyptus .....	.27@	.30
Fennel, Sweet .....	1.15@	1.30
Galbanum .....	26.00@	
Galangal .....	24.00@	
Geranium, Rose .....		
Algerian .....	4.25@	4.50
Bourbon .....	4.40@	4.75
Spanish .....	16.00@	
Turkish .....	2.15@	2.45
Ginger .....	3.75@	4.00
Gingergrass .....	3.00@	3.15
Grape Fruit .....	3.15@	3.50
Guaiac (Wood) .....	2.85@	
Hemlock .....	.73@	.80

Hops .....	(oz.)	6.00@	7.00
Horsemint .....		4.25@	
Hyssop .....		40.00@	
Juniper Berries .....		1.40@	1.65
Juniper Wood .....		.60@	.62
Laurel .....		15.00@	
Lavender, English ..		32.00@	
French .....		1.85@	3.50
Lemon, Italian .....		1.05@	1.40
Calif. ....		.75@	.90
Lemongrass .....		.46@	.55
Limes, distilled .....		7.00@	8.50
expressed .....		10.00@	10.50
Linaloe .....		1.30@	1.75
Lovage .....		27.50@	
Mace, distilled .....		.95@	1.15
Mandarin .....		4.75@	7.50
Marjoram .....		6.25@	
Melissa .....		5.00@	
Mirbane .....		.15@	
Mustard, genuine ...		8.50@	10.00
artificial .....		1.60@	1.85
Myrrh .....		10.00@	
Myrtle .....		4.00@	
Neroli, Bigarade, pure		90.00@	150.00
Petale, extra .....		120.00@	175.00
Niaouli .....		3.45@	
Nutmeg .....		.95@	1.15
Olibanum .....		6.50@	
Orange, bitter .....		1.70@	2.00
sweet, W. Indian..		1.15@	1.25
Italian .....		1.15@	1.50
Spanish .....		2.65@	2.75
Calif. exp. ....		.90@	1.10
dist. ....		.55@	.70
Origanum, Spanish ..		.95@	
Orris root, con. (oz.)		4.00@	5.00
Orris root, abs. (oz.)		35.00@	50.00
Orris Liquid .....		18.00@	25.00
Parsley .....		6.50@	
Patchouli .....		3.05@	3.50
Pennyroyal, American		1.85@	2.15
French .....		1.40@	
Pepper, black .....		6.50@	
Peppermint, natural..		1.85@	2.10
redistilled .....		2.20@	2.50
Petitgrain .....		1.10@	1.45
French .....		2.10@	2.60
Pimento .....		1.40@	1.60
Pine cones .....		3.00@	
Pine needle, Siberia..		.62@	.65
Pinus Sylvestris .....		2.00@	2.15
Pumilionis .....		2.20@	
Rhodium, imitation ..		2.00@	4.50
Rose, Bulgaria. (oz.)		6.00@	20.00
Rosemary, French...		.30@	.40
Spanish .....		.26@	.35
Rue .....		2.25@	
Sage .....		2.15@	
Sage, Clary .....		22.00@	37.50
Sandalwood, East .....			
India .....		6.00@	7.00
Australia .....		3.00@	
Sassafras, natural ..		.60@	.70
artificial .....		.20@	.30
Savin, French .....		1.85@	2.00
Spearmint .....		1.05@	1.50
Snake Root .....		8.00@	10.00
Spruce .....		.73@	.80
Styrax .....		7.00@	
Tansy .....		1.70@	2.00
Thuja .....		1.50@	
Thyme, red .....		.60@	.70
White .....		.70@	1.00

Valerian .....	8.00@	10.00
Verbena .....	3.75@	7.00
Vetivert, Bourbon ...	4.75@	6.00
Java .....	10.00@	25.00
East Indian .....	30.00@	
Wine, heavy .....	1.40@	
Wintergreen, Southern	3.00@	
Penn. & Conn. ....	5.00@	8.00
Wormseed .....	2.20@	2.40
Wormwood .....	2.60@	3.00
Ylang-Ylang, Manila.	29.00@	35.00
Bourbon .....	4.00@	8.00

## TERPENELESS OILS

Bay .....	5.25@	5.75
Bergamot .....	8.00@	10.00
Clove .....	4.00@	5.00
Coriander .....	20.00@	
Geranium .....	8.00@	12.50
Lavender .....	5.50@	8.00
Lemon .....	6.75@	14.50
Lime, Ex. ....	65.00@	
Orange, Sweet .....	78.00@	90.00
bitter .....	90.00@	115.00
Petitgrain .....	5.00@	6.00
Rosemary .....	2.50@	3.75
Sage, Clary .....	90.00@	
Vetivert, Java .....	35.00@	
Ylang-Ylang .....	28.00@	35.00

## OLEO-RESINS

Benzoin .....	2.50@	5.00
Capsicum, U. S. P. ...		
VIII .....	2.65@	3.00
Alcoholic .....	3.00@	
Cubeb .....	3.25@	
Ginger, U. S. P. VIII	3.00@	
Alcoholic .....	3.25@	
Malefern .....	1.45@	1.60
Oak Moss .....	6.00@	15.00
Olibanum .....	3.25@	
Orris .....	17.00@	28.00
Patchouli .....	16.50@	18.00
Pepper, black .....	4.00@	4.60
Sandalwood .....	16.00@	
Vanilla .....	6.75@	8.75

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50% ...	2.00@	
Acetophenone .....	2.00@	3.00
Acetyl Iso-eugenol ..	9.00@	
Alcohol C 8 .....	14.00@	20.00
C 9 .....	26.00@	40.00
C 10 .....	18.00@	30.00
C 11 .....	30.00@	40.00
C 12 .....	14.00@	25.00
Aldehyde C 8 .....	50.00@	
C 9 .....	70.00@	125.00
C 10 .....	50.00@	82.00
C 11 .....	40.00@	75.00
C 12 .....	75.00@	105.00
C 14 (so-called) ..	15.00@	35.00
C 16 (so-called) ..	20.00@	40.00
Amyl Acetate .....	.85@	1.00
Amyl Butyrate .....	1.40@	1.75
Amyl Cinnamate .....	2.50@	
Amyl Cinnamic Alde-		
hyde .....	3.90@	4.00
Amyl Formate .....	1.75@	2.00

Amyl Phenyl Acetate	5.00@	5.75	Methyl Anthranilate	2.50@	3.00	Beeswax, white	.40@	.45
Amyl Salicylate	.90@	1.20	Methyl Benzoate	1.40@	1.75	Yellow	.22@	.30
Amyl Valerate	2.50@	3.00	Methyl Cinnamate	3.00@		Bismuth sub-nitrate	1.10@	1.35
Anethol	1.00@	1.25	Methyl Eugenol	2.90@	6.75	Boric acid, ton	165.00@	175.00
Anisic Aldehyde	3.35@		Methyl Heptenone	3.75@	6.00	Calamine	.16@	.20
Benzaldehyde, U. S. P.	1.45@		Methyl Heptene Carb.	20.00@	36.00	Calcium, phosphate	.08@	.08%
F. F. C.	1.55@	1.90	Methyl Iso-eugenol	8.50@	12.50	Phosphate, tri-basic	.13@	.15
Benzophenone	2.00@	4.00	Methyl Octine Carb.	24.00@	32.00	Sulfate	.03% @	.04
Benzyl Acetate	.70@	.85	Methyl Paracresol	4.65@	6.00	Camphor	.53@	.65
Benzyl Alcohol	.95@	1.50	Methyl Phenylacetate	4.65@	6.00	Cardamon seed	.65@	
Benzyl Benzoate	1.05@	2.00	Methyl Salicylate	.42@	.50	Castoreum	17.50@	
Benzyl Butyrate	5.50@	6.25	Musk Ambrette	6.50@	7.50	Chalk, precip.	.03 1/2 @	.06 1/2
Benzyl Cinnamate	7.00@	9.00	Ketone	7.50@	9.50	Cherry laurel water,		
Benzyl Formate	2.90@	3.25	Xylene	2.50@	3.00	gal.	1.25@	
Benzyl Iso-eugenol	18.00@	27.00	Nerolin (ethyl ester)	1.50@	1.75	Citric acid	.35@	.40
Benzyl Propionate	2.00@	5.50	Nonyl Acetate	48.00@		Civet, ounce	3.75@	4.50
Benzylidenacetone	2.50@	4.00	Octyl Acetate	32.00@		Cocoa butter	.18@	.20
Borneol	1.60@	2.25	Paracresol Acetate	5.25@	6.00	Clay, Colloidal	.03@	.03 1/2
Bornyl Acetate	1.75@	8.00	Paracresol Methyl			Formaldehyde	.06 1/2 @	
Bromstyrol	4.00@	5.00	Ether	4.50@	7.00	Fuller's Earth, ton	16.00@	30.00
Butyl Acetate	.60@		Paracresol Phenyl			Formic acid	.12@	.16
Butyl Propionate	2.00@		Acetate	14.00@	20.00	Patty Acids (See Soap Sec.)		
Butyraldehyde	12.00@		Phenylacetaldehyde			Guarana	1.15@	2.00
Carvene	1.15@		50%	5.00@	7.00	Gum Arabic, white	.20@	.22
Carvol	3.25@	4.00	100%	8.50@	10.50	amber	.09 1/2 @	.12
Cinnamic Acid	4.00@		Phenylacetic Acid	2.50@	4.00	Gum Benzoin, Siam	1.30@	1.50
Cinnamic Alcohol	2.85@	3.50	Phenylethyl Acetate	7.00@	10.00	Sumatra	.24@	.30
Cinnamic Aldehyde	2.50@	3.50	Phenylethyl Alcohol	4.25@	4.75	Gum galbanum	1.05@	1.15
Cinnamyl Acetate	10.00@	12.00	Phenylethyl Butyrate	16.00@	20.00	Gum myrrh	.25@	.40
Cinnamyl Butyrate	12.00@	14.00	Phenylethyl Formate	18.00@		Henna, powd.	.14@	.28
Cinnamyl Formate	13.00@		Phenylethyl Pro-			Hydrogen peroxide	.05@	.08
Citral C. P.	2.60@	3.00	pionate	12.00@		Kaolin	.06@	.08
Citronellal	2.40@	3.00	Phenylethyl Valerate	16.00@		Labdanum	3.50@	5.50
Citronellol	2.40@	2.75	Phenylpropyl Acetate	8.00@	11.00	Lanolin, hydrous	.18@	.22
Citronellol Acetate	4.50@	8.00	Phenylpropyl Alcohol	6.00@	12.00	anhydrous	.20@	.24
Coumarin	3.50@		Phenylpropyl Alde-			Lavender flowers	.24@	.55
Cuminic Aldehyde	62.00@		hyde	8.00@	12.00	Magnesium, Carbonate	.06 1/4	.07 1/2
Dibutylphthalate	.30@	.36	Rhodinol	8.00@	20.00	Stearate	.19@	.25
Diethylphthalate	.32@	.37	Safrol	.32@	.36	Sulfate	.02 1/2 @	.03
Dimethyl Anthranilate	6.25@	7.00	Santalyl Acetate	22.50@		Musk, ounce	15.00@	25.00
Dimethyl Hydroqui-			Skatol, C. P. (oz.)	7.00@	10.00	Oils, vegetables (See Soap Sec.)		
none	3.75@	5.00	Styralyl Acetate	20.00@		Olibanum, tears	.13@	.30
Dimethylphthalate	.50@	.60	Styralyl Alcohol	20.00@		siftings	.08@	.13
Diphenylmethane	1.75@	2.45	Terpineol, C. P.	.36@	.40	Orange flower water,		
Diphenyloxide	1.20@		Terpinyl Acetate	.90@	1.15	gal.	1.50@	
Ethyl Acetate	.30@	.50	Thymene	.35@		Orange flowers	.40@	1.00
Ethyl Anthranilate	5.50@	6.00	Thymol	1.90@	2.75	Orris root, powd.	.20@	.75
Ethyl Benzoate	1.20@		Vanillin (clove oil)	5.15@	6.00	Paraffin	.03 1/2 @	.05
Ethyl Butyrate	1.00@		(guaiacol)	4.65@	5.25	Patchouli leaves	.16@	.20
Ethyl Cinnamate	4.00@		Vetivervyl Acetate	21.00@	25.00	Petrolatum, white	.06 1/2 @	.10 1/2
Ethyl Formate	1.00@	1.25	Violet Ketone Alpha	5.00@	10.00	Phenol	.16@	.20
Ethyl Propionate	1.40@	2.50	Beta	5.50@	8.00	Potassium, carbonate	.13@	.16
Ethyl Salicylate	1.15@	2.50	Methyl	5.25@	8.00	Hydroxide (See Soap Sec.)		
Ethyl Vanillin	15.00@	20.00	Yara Yara (methyl			Quince seed	.90@	1.50
Eucalyptol	.75@	1.00	ester)	1.50@	1.75	Reseda flowers	1.50@	1.65
Eugenol	2.40@	3.50				Rhubarb root, powd.	.28@	.50
Geraniol, dom.	2.00@	6.00				Rice starch	.12@	.15
Geranyl Acetate	2.90@	4.00				Rose leaves, red	.55@	.85
Geranyl Butyrate	5.00@	10.00				pale	.40@	.50
Geranyl Formate	4.25@	10.00				Rose water, gal.	1.25@	
Heliotropin, dom.	2.10@	2.40				Salicylic acid	.40@	.45
foreign	2.50@					Sandalwood, chips	.45@	.50
Hydratropic Aldehyde	25.00@	27.50				Saponin	1.75@	
Hydroxycitronellal	3.60@	10.00				Soap, neutral white	.19@	.23
Indol, C. P. (oz.)	2.25@	5.00				Sodium, Carb. crys.	.01 1/4 @	.02 1/4
Iso-borneol	2.30@					Phosphate, tri-basic	.03 1/2 @	.04
Iso-butyl Acetate	2.65@					Spermacetti	.22@	.25
Iso-butyl Benzoate	2.75@	3.25				Styrax	.40@	3.35
Iso-butyl Salicylate	3.00@	6.00				Sulfur, precip.	.17@	.20
Iso-eugenol	3.50@	4.50				Tartaric acid	.27@	.30
Iso-safrol	1.75@					Titanium oxide	.22@	.25
Linalool	1.90@	2.75				Tragacanth, No. 1	1.20@	1.50
Linalyl Acetate 90%	2.50@	2.75				Triethanolamine	.45@	.50
Linalyl Benzoate	10.50@					Venice turpentine, gal.	.30@	
Linalyl Formate	10.00@	12.00				Vetivert root	.30@	
Menthhol, Japan	3.25@	4.00				Violet flowers	.95@	1.15
Synthetic	2.25@	3.00				Zinc, Peroxide	.18@	.21
Methyl Acetophenone	2.20@	3.00				Oxide	.13 1/2 @	.15
						Stearate	.21@	.28

#### DRUGS AND SUNDRIES

Acetone	.11@	.15
Alcohol, 190-proof, gal.	2.37 1/2 @	2.63 1/2
Almond meal	.21@	.25
Alum, potash	.03 1/4 @	.03 1/2
Aluminum chloride	.10@	
Ambergris	32.50@	Nom.
Balsam, Copaiba	.19@	.22
Peru	1.30@	1.50
Tolu	.90@	1.15
Fir, Canada, gal.	9.00@	12.00
Oregon	1.00@	1.20

#### BEANS

Tonka Beans, Para	1.00@	1.25
Angostura	1.60@	2.00
Vanilla Beans		
Mexican, whole	3.00@	4.50
Mexican, cut	2.50@	2.75
Bourbon, whole	.80@	1.50
South American	2.00@	2.50

# Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

## Apparatus for Making Cakes of Soap

**G**ERMAN Patent No. 561,754, filed May 2, 1930. L. H. Nelles.—This invention is concerned with an apparatus for the manufacture and forming of soap, which comprises an endless carrier, on which are arranged several frames or molds, into which the soap is poured and from which it is later pushed out again, after the soap has been allowed to cool off.

The apparatus, which is the subject of this patent specification, avoids the disadvantages of former molds by making the molds from material that can be easily bent into shape, as thin sheet metal, the molds being put together from suitably stamped and fitted parts.

Molds, which are made from bendable sheet metal, are cheaper to manufacture than those produced in the form of castings. The surfaces of the molds do not have to be polished, for the reason that the surface of the sheet metal is originally smooth enough to give good results when shaped into molds for making cakes of soap. If it is required to produce a raised or depressed design in the cakes of soap, then it is possible to reproduce this design on two opposite sides of the cakes, for when the molds are opened up to allow the cake of soap to be pushed out, the hard cake of soap is stripped from the mold without any trouble at all.

A particularly advantageous method of carrying out this invention is to provide a revolvable support for the mold so that the latter is made more rigid. This support is intended to hold the formed cake of soap independently of the mold itself over a certain distance of the travel of the conveyor.

The machine works without interruption, and the soap is made into cakes of any desirable shape and dimensions and dried. The flexibility of the walls of the molds enables them to strip from the cake with ease. Hence, the molds do not have to be cleaned after each cake is made. Any desirable design may be impressed on the cakes of soap by suitable shaping of the walls of the molds, and both the shape and dimensions of the cakes can be changed at will by similarly changing the molds.

## Determination of Rancidity of Fats and Oils

L. Szählender (*Magyar Gyóg. Társas. Ert.*, 1932, 8, 58-60; *Chem. Zentr.*, 1932, i, 1592).—1 g. of oil or fat is dissolved in 1 c.c. of  $\text{CCl}_4$  and 2 c.c. of glacial  $\text{AcOH}$ , 0.1 g. of finely-powdered KI is added, and after 5 min. shaking the whole is titrated with 0.01N- $\text{Na}_2\text{S}_2\text{O}_3$ . The degree of rancidity is the no. of c.c. of 0.01N- $\text{Na}_2\text{S}_2\text{O}_3$  required per g. Rancidity no. is  $1.27 \times$  degree of rancidity.—*British Chemical Abstracts*.

## Soap Bills in Iowa and Kansas

**T**HE Iowa State Legislature has before it House Bill 420 which provides that all soaps sold or offered for sale after January 1, 1934, shall contain on the wrapper or stamped on each piece of soap, a statement of the specific name of the oil or fat from which it has been made. The bill has, in the customary method of procedure, been referred to the Judiciary Committee.

Kansas Senate Bill 605 provides for an excise tax of 5c per lb. on all soap sold, offered or exposed for sale in the state which contains any particular ingredients other than the following: greases, corn oil, cottonseed oil, peanut oil, or fats or greases or by-products derived from cattle, hogs or sheep. This is a stamp tax measure, and has been referred to the Committee on Live Stock.

## Soap Safest Cleanser for Ancient Stonework

The work of cleaning the ancient stonework of St. Paul's Cathedral, London, is progressing very well under the able direction of Godfrey Allen, the Cathedral architect. The removal of dust and dirt deposits reveals the full beauty of the delicate carving of capitals and other architectural ornaments and considerably increases reflected light. Indeed, the efforts of the cleaners have been to give the impression of greater space and height and so to improve the majesty and dignity of the famous Sir Christopher Wren's noble work.

Throughout the cleaning operation no chemicals of any kind have been used owing to the possibility of damage to the delicate stonework. Vigorous brushing with water and washing with soap and water have removed London's grimy deposits both effectively and safely. Responsible British architects agree that soap is practically the only detergent agent or cleanser which can be used with perfect safety for cleaning ancient and, in many cases, priceless masonry and stone carvings.

## Determination of Fatty Acids in Soaps

G. Turbin (*Masloboino Zhir. Delo*, 1931, No. 10, 20-21).—The soap (5 g.) is dissolved in hot  $\text{H}_2\text{O}$ , decomposed with  $\text{H}_2\text{SO}_4$ , and treated with saturated aq.  $\text{NaCl}$  (100-150 c.c.); the fatty acid layer is washed with saturated  $\text{NaCl}$  to neutrality (Me-orange) and the acids are dissolved in  $\text{EtOH}$ . The fatty acids retained by the clay (washed, neutral) are dissolved on the filter in  $\text{EtOH}$  and the combined alcoholic solutions titrated with 0.5N-alkali.—*British Chemical Abstracts*.

# Soap Substitutes as Additions

## *Use of Naphthenic Acid Soaps and Other Products in Improving Products*

*by H. T. Heiser, B.S., Chem. Eng.*

**A**N interesting development in the use of the soap substitutes, has been as additions to ordinary soap. The work that has recently been done on these products has indicated that while they cannot be used alone for certain purposes at any rate, they can be mixed with ordinary soap, and the resulting product is far superior in every respect to ordinary soap. It is most likely that the real value of these soap substitutes, particularly in the manufacture of soap for ordinary household purposes, will be as components of the soap and not for use alone. This is the direction that probably the most important of these soap substitutes and most recently perfected as a commercial product is now taking or will take in the future. This refers to the products obtained from higher fatty alcohols and will be discussed more in detail later.

Experiments with naphthenic acid soaps have also revealed that they are not any more resistant to the hardness salts in water than coconut oil soaps. Their presence in ordinary soap does, however, prevent the soap from becoming rancid. They should not be used in greater proportion than ten per cent of the weight of the original soap. Another interesting property of these mixed soaps is that they will absorb more easily and more intimately various solvents, such as mineral oils, benzene and other hydrocarbons, of the type used in making dry cleaning soaps or solvent soaps. This refers to both the industrial soaps and also those recommended for household use. The naphthenic acid may be present in free state in these products. Benzene, toluene and other hydrocarbons of the benzene series can also be used.

Naphthenic acid soaps are also highly useful in making liquid soaps, for the reason that they possess very low congealing points. For example, potassium naphthenate has a solidification point of several degrees below zero on the Centigrade scale. This is also true of the soap in high concentration. A solution of sodium naphthenate, which contains 40 per cent of the soap, will remain liquid and clear at zero degrees C. Solutions of potassium naphthenate in glycerin and alcohol do not become turbid, but remain liquid at temperatures many degrees below zero. The congealation points of the free naphthenic acid are even lower; they remain liquid at minus 15 degrees C.

Aqueous solutions of potassium naphthenate can be readily prepared containing 60 per cent of naphthenic acid. Thus the liquidity of potassium and sodium naphthenates compares very well with that of potassium and sodium ricinoleates and castor oil sulphonic acids. The solution of naphthenates behaves much like that of sodium cholate, which is perfectly liquid in a concentration of 40 per cent and remains that way when diluted with water without first becoming solid or gelatinous.

Naphthenic acid behaves in an interesting manner in mixtures with triethanolamine. Thus when approximately one part of the latter in anhydrous state is contacted with two parts of undiluted naphthenic acid, a slightly viscous, clear, water-soluble liquid is formed in a few seconds by stirring. This is quite different from the viscous condition of triethanolamine oleate. Ammonium naphthenate is formed by the addition of ammonia to naphthenic acid or to sodium or potassium naphthenate.

### *Use With Triethanolamine*

Naphthenic acid combined with triethanolamine is a very useful product for clearing up liquid soaps and lowering the point at which turbidity or congelation ensue. It is also interesting that the naphthenic acid soaps affect the skin of supersensitive individuals much in the same manner as do pure coconut oil soaps. The former soaps are therefore usually compounded with glycerin or suitable sulphonated preparations to avoid this difficulty. Furthermore, the germicidal properties of the naphthenate soaps are superior to that of ordinary soaps.

### *Castor Oil Derivatives*

Progress in this field has not left castor oil itself untouched. While the original turkey red oils, the sulphonated castor oils, were far from satisfactory, newer and more effective soap substitutes have been prepared from castor oil derivatives and the like. Thus an improved wetting, cleansing and emulsifying agent is obtained from ricininic acid, which is a fatty acid with a conjugated double bond obtained by splitting water from ricinoleic acid, and its derivatives, such as the amide and the glyceride. This reacts with sulphites at temperatures of approximately 80 to 100 degrees C. with the formation of the corresponding water-soluble sulphonic acids. The new products are stable to boiling, dilute solutions of mineral acids. Pure ricininic acid need not be used as the starting point, but merely the mixture obtained by splitting water from ricinoleic acid.

Other sulphonated oils of this type, that is, made from castor oil or ricinoleic acid as a starting point, are made by starting with the methylated derivative of ricinoleic acid. Thus this acid is methylated with diazomethane and the carboxyl-methyl group is saponified and the methyl ester is obtained. This is treated with 150 per cent concentrated sulphuric acid at temperatures between -5 and 0 degrees C. The sulphonated product is decomposed with ice, washed with saturated solution of sodium sulphate and then neutralized with a dilute solution of sodium hydroxide. Other sulphonating agents may be used in this process beside sulphuric acid. In such cases sulphonation is carried out in the presence of catalysts, such as piperidine



bases. The products are superior wetting and cleansing agents of the type preferred for use in the textile industry, in washing, scouring and other processes in finishing and manufacturing textile fibers and fabrics.

### Theoretical Considerations

It should be stated here that this development did not take place without certain theoretical studies on the structure of the products and the relation between resistance to hardness salts in water and the groups and their arrangement in the molecule. Thus one conclusion reached was that the presence of carboxyl groups (COOH) in the sulphonated oils is responsible for their relatively low resistance to hardness salts in water. Attempts were made to modify these groups and thus, for example, butyl ricinoleate was produced, the carboxyl group being changed into  $\text{COOC}_2\text{H}_5$ . Then again the COOH was changed into the acid amide,  $\text{COONH}_2$ . The products were highly resistant to lime salts, etc., but they did not possess cleansing or emulsifying properties, and the next step was the complete elimination of the carboxyl groups. This led to the development of sulphonated higher fatty alcohols.

### Acyated Products

Before proceeding to the discussion of these products, mention must be made of a series of soap substitutes which are free from all the common defects of soap including its hydrolysis in water. These are the soaps which are obtained from acylated oxy-fatty acids or oxy-fatty acid glycerides. The introduction of the acyl radical into the fatty acid molecule, for example, by acylating or benzoylating ricinoleic acid increases the acidic character of the latter to a marked degree and its stability in the presence of hardness salts of water and of weak acids. The product is also very resistant to salts, alkalies and the like, which differentiates it distinctly from soap and renders it usable in textile operations, particularly finishing operations, where soap fails. It enables the treatment of the most delicate fabrics without danger of tendering, while soap, because of its hydrolysis in water into free alkali, has always been feared. Attention is called to the remarkable fact that even in very dilute aqueous solution, these soaps of acylated oxy-fatty acids—very unlike ordinary fatty acid soaps—exhibit no trace of alkaline reaction.

### Characteristics

For example, they show an acid reaction with phenolphthalein, a neutral reaction with litmus, and only a slightly alkaline reaction with methyl orange. They do not hydrolyze in water. These soaps are made by first acylating oxy-fatty acids, poly-oxy-fatty acids, their esters or other derivatives, such as castor oil, ricinoleic acid, sativinic acid, linusinic acid, isolinusinic acid, oxy-stearic acids, or the like, and then saponifying the acylated product. The introduction of the acyl radical may be effected by esterifying the oxy groups with aliphatic, aromatic, or hydroaromatic acid radicals. Particularly suitable for this purpose are the radicals of the lower molecular aliphatic or aromatic carbon acids or oxy acids, such as acetic acid, propionic acid, butyric acid, lactic acid, benzoic acid and salicylic acid, etc. Catalysts may be used in the process.

### British Plan Industrial Art Exhibit

The Royal Academy of Art, London, announces that it will hold, in collaboration with the Royal Society of Arts, an Exhibition of Art in Industry in January and February, 1935. This exhibition, following the retrospective Exhibition of British Art which is to be held by the Academy in January and February, 1934, is intended to emphasize the importance of artistic design to modern British manufactures, and will include textiles, glass, pottery, printing, containers, metalwork, posters, etc.

It is widely known that while on the technical side the manufacturers of the United Kingdom are noted for the quality of their products, the latter have in many cases come to be regarded as not equal in artistic merit to those of other countries, especially France. The consequent loss to the national revenue is obvious. By promoting a carefully selected exhibition of designs and the resulting products, the Royal Academy hopes to stimulate the employment of competent artists in British manufactures, and to fix the attention of the public on a matter of urgent artistic and economic interest.

### Action of Perfumes in Soap Deterioration

E. I. Better (*Chem.-Ztg.*, 1932, 56, 549-550).—The tendency, when a perfume has been added to an unsuitable soap base, for the soaps to become rancid may be due to reactions between alkali and  $\text{CO}_2\text{H}$  and  $\text{OH}$  groups in the scent. Aldehydes may undergo surface oxidation followed by neutralization and polymerization. Rancidity is associated with oxidation of fats or fatty acids liberated by atm. oxidation. Aldehydes, especially aromatic aldehydes, have been shown to be oxidation catalysts, as are also aromatic ketones. Terpenes, aromatic alcohols, and aromatic acids having the  $\text{CO}_2\text{H}$  group in the side chain are inactive or anti-oxidants, as are esters of differing homologues. This classification is confirmed to some extent by practical experience, but other factors may also operate.—*British Chemical Abstracts*.

### Determination of Free Alkali in Soaps

G. Knigge (*Chem. Umschau*, 1932, 39, 173-174).—The accuracy of the Davidsohn modified alcohol method for K soaps (B., 1927, 18) is confirmed; access of  $\text{CO}_2$  should be avoided, and the solution should be filtered before titration, in order to get a sharp end-point.  $\text{K}_2\text{CO}_3$  is partly sol. in a mixture of glycol and  $\text{Pr}^+\text{OH}$ , which cannot therefore be used for K soaps (cf. Poethke, B., 1932, 777).—*British Chemical Abstracts*.

### Soap Manufacture

R. Krings (*Allgem. Oel- u. Fett-Ztg.*, 1932, 29, 157-160).—An appreciation of the new principle of obtaining rapid and complete saponification of fat by intimate mixing (at about 40-70°) with powdered alkali and a min. of  $\text{H}_2\text{O}$  (cf. U.S.P. 1,831,610; B., 1932, 778). Saponification is completed (with spontaneous rise of temp.) within 1 hr. and the product is cooled and worked directly between chilled rolls.—*British Chemical Abstracts*.

## Soap Materials Market

### Vegetable Oils

Immediately following the Presidential proclamation declaring a national bank holiday, a good deal of buying interest appeared for various grades of vegetable oils. Importers and domestic producers, however, have been reluctant to offer oils, especially for forward deliveries and as a result, prices advanced  $\frac{1}{4}$  to  $\frac{1}{2}$ c per pound. With the bank holiday still in effect at this writing, the vegetable oil market continues firm and many are of the opinion that prices will continue firm and possibly go to higher levels when the holiday is lifted.

Crude coconut oil sold at  $2\frac{3}{4}$ c lb., Pacific Coast, and  $3\frac{1}{4}$ c lb., New York, in tank cars for March/April. Only limited quantities are offered for March/June deliveries. This is  $\frac{1}{4}$ c lb. over the price prevailing just prior to the bank holiday. Crude corn oil also advanced  $\frac{1}{4}$ c lb. since then and sold at  $3\frac{1}{2}$ c lb. Midwest mill with very little available.

Crude cottonseed oil and domestic crude soyabean oil showed advances of  $\frac{1}{2}$ c per pound with sales of cottonseed oil at 3c lb. in the South East and sales of soyabean oil at  $3\frac{1}{2}$ c lb. Midwest mill.

Palm oil, sulphur olive oil foots and commercial denatured olive oil are offered in very limited quantities for nearby deliveries from here, but are not quoted for future shipments from abroad owing to the uncertainty of the foreign exchange situation at present.

A. H. HORNER.

### Tallow

Since our last market resumé an important bit of financial history is being enacted. Prior to the country-wide bank moratorium most markets were stagnant and prices depressed below reasonable levels of value. Recently with practically all business at a standstill producers and consumers alike were in a quandary as to values or a basis on which to trade. Now that the new government's quick, decisive steps to clear up a particularly bad situation have instilled confidence and courage in the general public, prices of almost all commodities have zoomed upward. From present indications values of tallow and greases will approach a 50% increment. Very possibly prices may be pushed too rapidly and far, but the chances are the former low levels may never obtain again.

Fancy tallow now is held at  $3\frac{1}{4}$ c to  $3\frac{1}{2}$ c per pound loose. Best quality house grease has been reported sold at  $2\frac{1}{2}$ c loose delivered; No. 2 tallow is priced at  $2\frac{3}{4}$ c to 3c.

The market in the Middle West is quite firm, last sales of prime packers' tallow taking place at  $3\frac{1}{4}$ c loose Cincinnati.

E. H. FREY.

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## Prices of Soap Materials

### Tallow and Grease

Tallow, N. Y. C. extra .....	\$0.02 1/4 @	
Edible .....	.03 3/4 @	
Fancy .....	.04 1/4 @	
Grease, white .....	.02 1/2 @	
House .....	.02 1/4 @	
Yellow .....	.02 1/4 @	
Lard .....	.05 @	.06 1/2

### Fatty Acids

Coconut Oil, 98% Saponifiable, tanks..	.04 1/2 @	
Corn Oil, 95% T.F.A. tanks .....	.03 1/2 @	
Red Oil, distilled, tanks .....	.05 @	
Saponified .....	.05 1/2 @	
Stearic Acid, single pressed .....	.07 1/2 @	
Double pressed .....	.08 @	
Triple pressed .....	.10 1/4 @	

### Soap Making Oils

Castor No. 1, tanks .....	.08 1/2 @	
No. 3, tanks .....	.08 @	
Coconut, Ceylon Grade, tanks .....	.03 @	
Cochin grade, tanks .....	.03 1/4 @	
Manila grade, tanks .....	.03 1/4 @	
Corn, crude, Midwest mill, tanks ....	.03 1/2 @	
Cotton, crude, Southeast, tanks .....	.02 1/2 @	
Refined .....	.03 3/4 @	
Foots, 50% T.F.A. ....	.01 @	.01 1/2
Lard, common No. 1 barrels .....	.06 @	
Olive, denatured, max. 5% F.F.A. drums, gal. ....	.58 @	.60
Foots, prime, green, barrels .....	.04 3/4 @	.05 1/4
Palm, Lagos, max. 20% F.F.A., drums	.03 1/4 @	
Niger, casks .....	.03 @	
Palm, kernel, tanks .....	.04 1/2 @	
Peanut, crude, barrels .....	.06 1/2 @	
Refined, barrels .....	.08 @	
Soya beans, max. 2% F.F.A., Midwest mill, tanks .....	.04 @	
Tallow, acidless, barrels .....	.05 1/2 @	
Whale, Crude No. 1, Coast, tanks ....	.04 @	
Refined, barrels .....	.51 @	.59

### Glycerine

Chemically pure, drums extra .....	.10 1/4 @	.11 1/4
Dynamite, drums included .....	.07 1/2 @	.08
Saponification, drums .....	.05 @	.05 1/2
Soap, lye .....	.04 1/2 @	.04 3/4

### Rosin

#### Barrels of 280 pounds

B .....	\$2.75	K .....	\$4.30
D .....	2.95	M .....	4.50
E .....	3.55	N .....	5.00
F .....	3.87 1/2	W.G. ....	5.10
G .....	3.90	W.W. ....	5.20
H .....	3.95	X .....	5.50
I .....	3.97 1/2	Wood .....	3.43

### Chemicals

Acid, muriatic, 18°, 100 pounds .....	\$1.00 @	\$1.60
Sulphuric, 60°, ton .....	11.00 @	
66°, ton .....	15.00 @	
Borax, crystals, carlots, ton .....	42.00 @	71.00
Cyclohexanol (Hexalin) .....	.30 @	
Naphtha, cleaners, tank cars .....	.06 1/4 @	
Potassium, carbonate, 80@85% .....	.05 3/4 @	
Hydroxide (Caustic potash) 88@92% .....	.06 1/4 @	.06 3/4
Salt, works, ton .....	11.50 @	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds .....	1.15 @	2.09
Hydroxide (Caustic Soda) 76% solid, 100 pounds .....	2.50 @	3.59
Silicate 40°, drums, works, 100 pounds .....	.75 @	
Sulphate anhydrous .....	.01 3/4 @	.02 1/4
Phosphate, tri-basic .....	.03 @	.03 1/4
Zinc oxide .....	.05 3/4 @	

